

NEW THEATRES

THE EXHIBITOR CATALOGUE

'40

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THE EXHIBITOR CATALOGUE

of

1940

A SERVICE VOLUME . . . DESIGNED FOR THE USE OF THE LEADING THEATRE OWNERS, CIRCUIT EXECUTIVES, MAINTENANCE ENGINEERS, PURCHASING AGENTS, THEATRE ARCHITECTS AND THEATRE SUPPLY DEALERS OF THE NATION . . . INDEXED FOR QUICK AND FACTUAL REFERENCE TO THE LATEST DEVELOPMENTS IN THEATRE DESIGN AND CONSTRUCTION, THEATRE EQUIPMENT AND SUPPLIES, THEATRE SERVICES, MAINTENANCE, AND THEATRE MANAGEMENT.

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1225 VINE STREET, PHILADELPHIA, PA.

THE EXHIBITOR CATALOGUE

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THE YEAR 1940 will go down as a period of significant changes within the motion-picture industry. In exhibition, distribution, and production, there have already been recorded events, which, a decade ago, would have been called revolutionary. But progress, they tell us, waits for no one: it goes hand in hand with the pioneer.

It is of the pioneer and of his spirit that we speak now, and of his courage to envision a business, starting with hard, wooden benches and empty stores, developing into one of America's great industries.

And this pioneering spirit is no better evidenced anywhere than in the volume to which this is a foreword, THE EXHIBITOR CATALOGUE.

Here is a product of vision, necessity, and confidence, created by those who believe that the companies, annually spending millions of dollars and unending time and effort in the research and perfection of their products, need an official medium through which to present their finished wares to the circuit operators, architects, and leading exhibitors of this country — the men whose courage and investments have meant so much to progress. Ours is an industry of billions invested, and of millions spent annually for maintenance, repairs, and construction. A business which looms so vast on the horizon of American enterprise needs a permanent place in which can be found an interchange of ideas and the listing of new designs and products to help those who

VOLUME No. I. A Jay Emanuel Publication. Circulated on a controlled, free, numbered-copy basis to a carefully selected list of 2,500 Theatre Owners, Circuit Executives, Maintenance Engineers, Purchasing Agents, Theatre Architects, and Supply Dealers in the United States and Canada, in addition to 250 unnumbered copies to co-operating manufacturers and jobbers. Proof of circulation furnished in the form of a guaranteed list of each recipient, his occupation, address, etc. Published annually by the Jay Emanuel Publications, Inc. Publishing offices: 1225 Vine Street, Philadelphia, Pa. New York City office: 1600 Broadway. Chicago office: 35 East Wacker Drive. West Coast office: 1119 Poinsettia Drive, Hollywood, California. Representatives in Boston, New Haven, Buffalo, Albany, and Washington. Jay Emanuel, publisher; Paul J. Greenhalgh, business manager; Herbert M. Miller, managing editor; J. A. Dalton, production manager; A. Van Steenburgh, statistical editor. Please address all communications to 1225 Vine Street, Philadelphia, Pa.

direct the industry's progress. THE EXHIBITOR CATALOGUE is the solution. It is dedicated to the men who operate the theatres. To the men who will keep this volume as an authentic guide to all new developments in the physical theatre, well knowing that even the minutest development merits the utmost consideration.

Why is it published by THE EXHIBITOR? Those who know of us and are acquainted with our 21 years of sincere, fair trade-paper publishing, can understand why. They realize, as we do, that there is something more to publishing a trade-paper than filling a certain number of pages each week with publicity filler and ads. They know there is an allegiance to the reader and to the advertisers and they realize that confidence from the first can only be maintained by the confidence of the second. THE EXHIBITOR's part has been keeping mechanically to the front, guaranteeing circulations, limiting our advertisers only to reputable companies and extending services far beyond ordinary boundaries.

It is symbolic that a volume of this kind, a first edition, should make its bow in 1940, as a decade comes to its closing year. We are proud of it, but not boastful. We do not claim perfection, but never before within our industry has there been anything like it. Even before the final forms were rolling off the press, plans for 1941 were going forward with new ideas, revisions, suggested changes, etc., extending the theatre photographic coverage on an international basis; with articles by circuit leaders and maintenance chiefs, engineers, architects, and others whose viewpoints will become valuable to readers. The space requested after the form-closing date this year indicates that 1941's volume will be even more authoritative and complete, with various sized units from more than double the number of firms which are the "charter members" of this blue book of the blue ribbon firms in the motion-picture and allied industries.

THE EXHIBITOR CATALOGUE just had to be. The theatre architect, builder, remodeler, equipment purchaser, and maintenance engineer needed one complete reference file of all products and

services as much as the manufacturers, designers and dealers desired it. THE EXHIBITOR CATALOGUE was needed to help eliminate the waste of countless minor catalogues and mailing pieces, 80 percent of which immediately go into the waste basket, or, if saved, impose on the recipient the necessity of maintaining an almost impossible filing system.

Only an organization, which firmly believes in service and which is geared to serve, could undertake such a volume. Only a staff close to its readers can secure photographic coverage that seeks not just to publicize theatres but to present their striking points. Only a trained editorial department close to equipment manufacturers can properly present new developments to its readers. Only a department which keeps in touch with manufacturers not with an idea of annual revenue but sincere friendship can guide such a catalogue as this. Finally, only a trade-paper which has, over a period of years, established itself in the foremost rank could expect to receive endorsement from the manufacturers and acknowledgment from those receiving this volume.

The men who receive these 2,500 numbered volumes will, we know, reserve a special place on their desks for them. By the time the second, or 1941, volume finds its place along side of the first, we suspect that the thumbmarks on 1940 will be plentiful. But that will be all the more pleasant. If ever a volume was designed for hard usage, this is it.

And so, we have come to the end of our salutatory message. If we seem to have blown our horn too loudly, blame it on the enthusiasm that comes not only from us but from those who were privileged to see this volume being assembled through the past months. This is your volume. Like its 2,499 mates, it is being given to you, not sold, on an occupational and volume-of-purchases basis. We hope you like it!

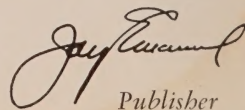

Publisher

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FOREWORD

The Publisher analyzes the past and discusses the place in the theatre industry that this volume is designed to fill . . . its objective . . . its future plans . . . and its many service features.

Pages 3 and 4

NEW THEATRES of 1939 (Section A)

Culled from the hundreds of construction and remodeling projects of the past year, these photographs represent a cross section of the NEW in Design, Construction, Materials, Decoration, Furnishings, Equipment, and Supplies that contributed to the forward strides of the modern motion-picture theatre. More than 250 actual photographs and floor plan sketches . . . 16 artists' renderings of proposed structures . . . complete details of the equipment used, its manufacturer and jobber . . . brief descriptive captions to draw attention to color schemes or outstanding features . . . all designed to carry a quick visual picture for the busy executive's instruction and knowledge.

Pages 11 to 106

THE THEATRE INTERIOR (Section B)

Cataloguing for quick and easy reference the outstanding manufacturers and dealers who specialize in the best and most widely used products and furnishings for Auditorium, Lounge Rooms, Lobbies and Stage, this section and those that follow it constitute a Blue Book of the Blue Ribbon theatre specialists.

Pages 109 to 144

THE THEATRE EXTERIOR (Section C)

Covering the part of the theatre that "sells the show and the management" to its potential patrons, this section presents a detailed catalogue of many products and ideas that should be considered in everyday management and maintenance as well as in building and remodeling.

Pages 147 to 154

THEATRE SIGHT and SOUND (Section D)

This section is devoted to the heart of theatre operation . . . the mechanisms that take no bows for delivering a perfect show but whose slightest failure or imperfection generates a patron dissatisfaction that results in serious loss. Particular attention should be given the products catalogued and displayed by these reputable manufacturers.

Pages 157 to 164

NATIONAL THEATRE SUPPLY STORES (Section E)

A national institution with a high standard of quality merchandise, a reputation for its service and guarantees, and a personnel of trained and experienced equipment executives presents a full catalogue of its extensive and varied line . . . While many items should be distributed elsewhere in this volume, it was their desire to convey a picture of the full and complete service which is rendered by N. T. S. Stores.

Pages 167 to 202

THEATRE MANAGEMENT and SERVICES (Section F)

Established theatre needs that deal with every day operation find coverage in this important section. Presuming the perfection of the physical theatre, these services go on to the smoother operation and increased profit of the well conducted showhouse.

Pages 205 to 208

Complete Reference INDEX Will Be Found Inside the Back Cover

MEMORANDUM

(Space for the permanent recording of FACTS or REFERENCES that have future value.)

Worth Permanent Recording

THE 1940 EXHIBITOR CATALOGUE

MEMORANDUM

(Space for the permanent recording of FACTS or REFERENCES that have future value.)

REFERRING to

NEW THEATRE DESIGN



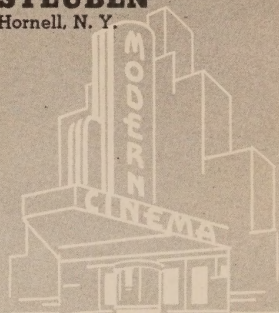
SECTION
A

MEMORANDUM

Like other communities throughout the U. S., which in recent years have enjoyed a continued, though not always very perceptible, progress, Hornell, New York, found itself facing the future with inadequate facilities for the exhibition of motion pictures. Not only to give the thriving city a modern cinema, but also to increase the seating capacity to satisfy a demand, Morris Gabby and Irving M. Cohen, operators of the Strand Theatre, as well as houses in Corning and Buffalo, New York, decided to erect a new theatre. Accordingly they set to work Buffalo's William T. Spann to create the new Steuben Theatre. That Architect Spann fulfilled the demands of the problem is well exemplified on this and the following two pages. From the very up-to-the-minute marquee to the finely appointed auditorium, from the projection booth to the screen, nothing but the finest in equipment has been installed, so that all patrons may enjoy Hollywood's best product under the most enjoyable circumstances.

1939 PRESENTATION No. 1

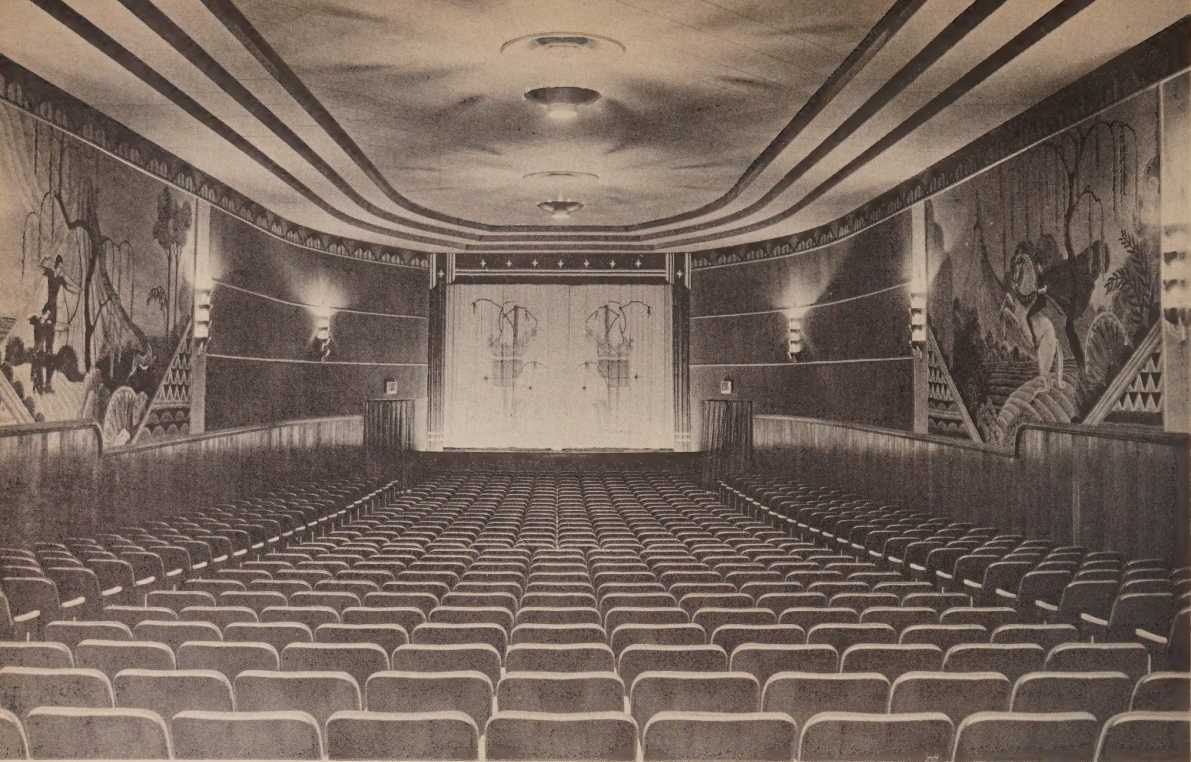
The New
STEBEN
Hornell, N. Y.



Architect: Wm. T. Spann, Buffalo, N. Y.
Owners: Gabby and Cohen

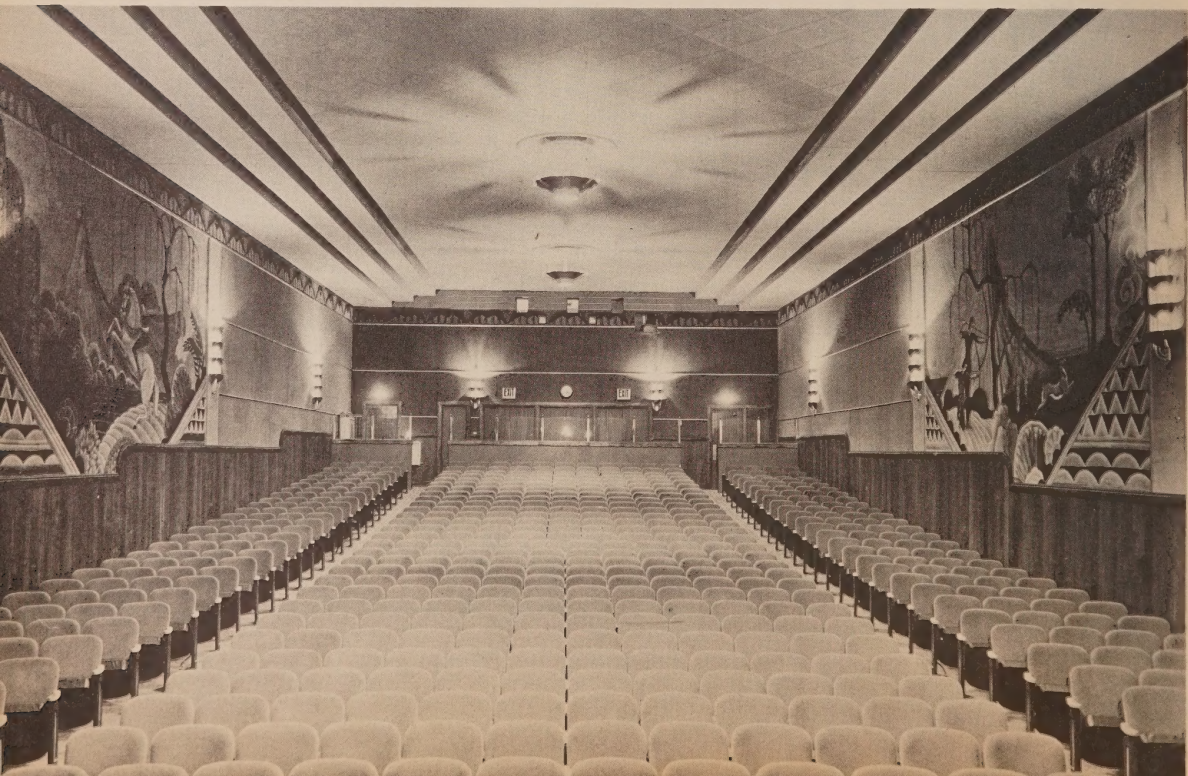


THE NIGHT VIEW of the front, showing the brilliant lighting of the sign and marquee, reflects the modern characteristics of this up-to-date cinema. Most noticeable in this photograph is the capable manner in which the name sign has been handled. Designed on a distinctly different plan, it rises in an arc from the apex of the triangular marquee and extends to the top of the porcelain enamel facade.



THE AUDITORIUM looking front is embellished by modernistic murals. The stepped ceiling seems to lower and eliminate bareness from what would ordinarily be a rather high ceiling. In this view can be noticed the change in the seating arrangement, the front portion of the center bank having twelve chairs to the row, while the rear tier having only eleven.

THE AUDITORIUM, looking toward the rear, the brilliance of the lighting scheme adds a charm which is definitely an attraction. To the wall surfaces have been applied velours specially dyed in soft coral shades. The murals, previously mentioned, are painted on velour in a special process known as "low relief," producing an effect of raised motifs and design.





THE EXTERIOR in colorful porcelain enamel is the essence of modern showmanship. Most noticeable here is the solid construction and unique design of the marquee. Built-in display frames, with lumiline bulbs for even distribution of light, help to sell the current attraction in a smart manner.

REFERENCE FACTS:

Size of Lot: 40 x 119

Seating Capacity: 650

Cost: Not available

Acoustical Treatment—Celotex. Manufactured by The Celotex Corp.

Air Conditioning—Well water system. Installed by Buffalo Forge Co.

Carpets—Manufactured by Bigelow-Sanford Co.

Chairs—Ideal. Manufactured by Ideal Seating Co.

Construction Material—Concrete, steel and porcelain enamel.

Curtain Controls—Vallen. Manufactured by Vallen, Inc.

Decoration—Executed by Novelty Scenic Studios, Inc.

Draperies and Stage Curtains—Manufactured by Novelty Scenic Studios, Inc.

Projection Lamps—Brenkert Enarc. Manufactured by Brenkert Light Projection Co.

Projectors—Simplex. Manufactured by International Projector Corp.

Screen—Da-Lite. Manufactured by Da-Lite Screen Co.

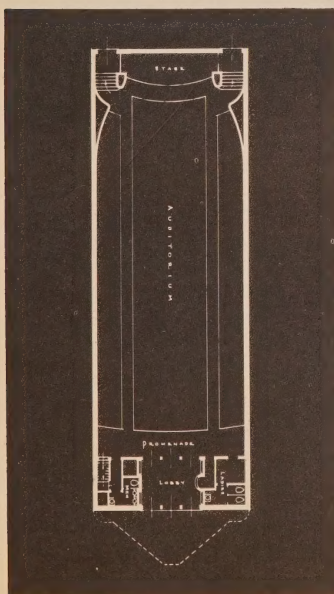
Sign and Marquee—Fabricated and erected by General Outdoor Advertising Co.

Sign Letters—Adler. Manufactured by Adler Sign Letter Co.

Sound—RCA. Manufactured by RCA Mfg. Co.

Supply Dealer—United Projector and Film Corp.

Ticket Register—Automaticket. Manufactured by General Register Corp.



The New

EAST END

Richmond, Va.



Architect: Fred A. Bishop, Richmond, Va.

Owner: Benjamin T. Pitts, Richmond, Va.

Probably next to Baltimore, Maryland, the city of the Washington exchange territory most generously supplied with neighborhood theatres is Richmond, Virginia. In both situations it would appear that a theatreman's pastime was to build another house. Whether this building activity in the past has been wholly for the good is a matter of no concern at the moment, rather is it important that both cities have as fine a supply of subsequent-run theatres as can be found in any American city. Latest addition to the cinemas of the Old Dominion's capital city is the East End Theatre, owned by Benjamin T. Pitts, and built from plans of Richmond's Fred A. Bishop. Simplicity marks all Pitts theatres, and the East End is no exception. Yet the theatre, whose salient features may be observed from these two pages of photographs, must immediately be classified as one where patron comfort—optical, auricular, as well as physical—was considered as the prime requisite of a theatre.

AN IMPRESSIVE FRONT of sheer, unembellished stucco, broken only by tall windows and the necessary display frames, is this one, designed by architect Fred Bishop. The sign and marquee, modern in their simplicity, are quite capable of selling the theatre's attractions.



REFERENCE FACTS:

Size of Lot: 75 x 120

Seating Capacity: 922

Cost without ground, \$90,000

Acoustical Treatment—Sabinite acoustical plaster. Manufactured by U. S. Gypsum Co.

Air Conditioning—Washed air system. Installed by J. F. Dusman.

Carpets—Red, gold and brown Crestwood. Manufactured by Alexander Smith & Sons Co.

Chairs—Fully upholstered Velmo Mohair velour back, deluxe spring edge, air-cushioned seat. Manufactured by Heywood-Wakefield Co.

Construction Material—Gypsum stucco, Carrara structural glass. Carrara manufactured by Pittsburgh Plate Glass Co.

Curtain Controls—Vallen. Manufactured by Vallen, Inc.

Decoration—Executed by E. Caligari & Sons.

Lighting Fixtures—Rainbow type lighting equipment.

Projection Lamps—Brenkert Enarc. Manufactured by Brenkert Light Projection Co.

Projectors—Kaplan. Manufactured by Sam Kaplan Mfg. and Supply Co.

Rectifiers—Brenkert copper oxide. Manufactured by Brenkert Light Projection Co.

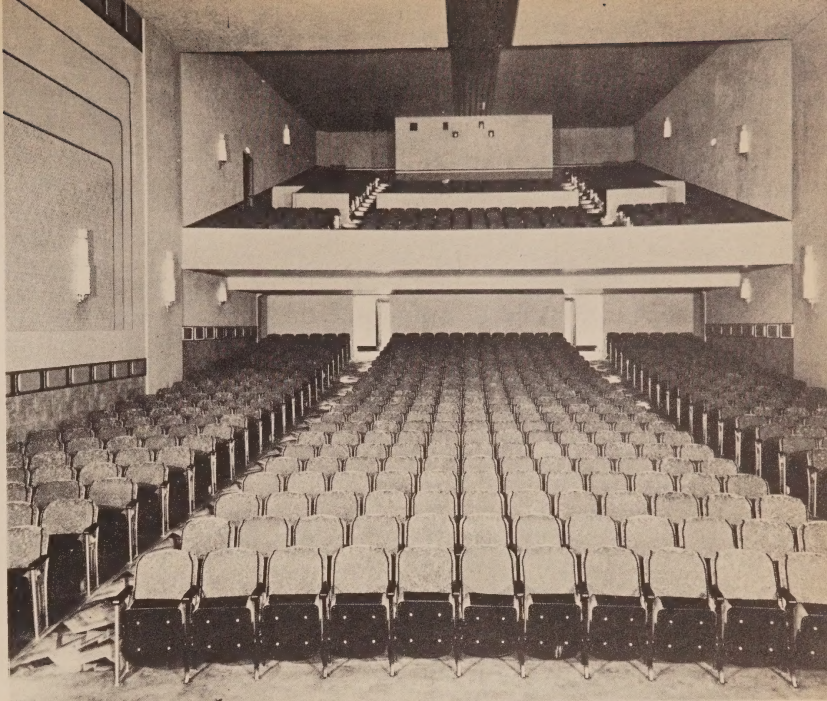
Screen—Hurley. Manufactured by Hurley Screen Co.

Sign and Marquee—Fabricated and erected by Tally Neon Sign Co.

Sign Letters—Wagner. Manufactured by Wagner Sign Service, Inc.

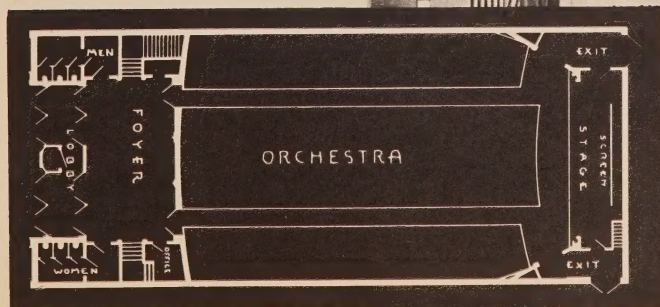
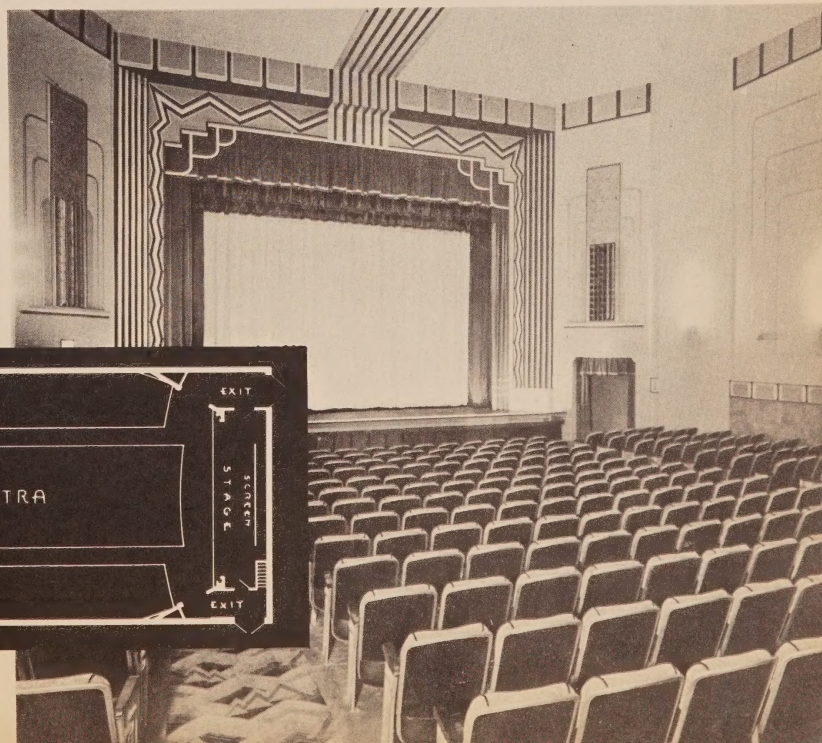
Sound—RCA. Manufactured by RCA Mfg. Co.

Supply Dealer—J. F. Dusman.



THE AUDITORIUM, looking toward the balcony, reveals the simple design. No lavishness has been squandered. The only appointments are those necessitated by efficient theatre management. Fully upholstered chairs assure the patron of luxurious comfort.

THE PROSCENIUM is the most gayly decorated portion of the house. Striping in a modernistic manner adds a touch of brilliance which is not exaggerated by the colors or design. Flanking the proscenium arch are the air conditioning ducts, set in decorative panels so as not to be too noticeable. A sizeable stage allows for vaudeville, if wanted.





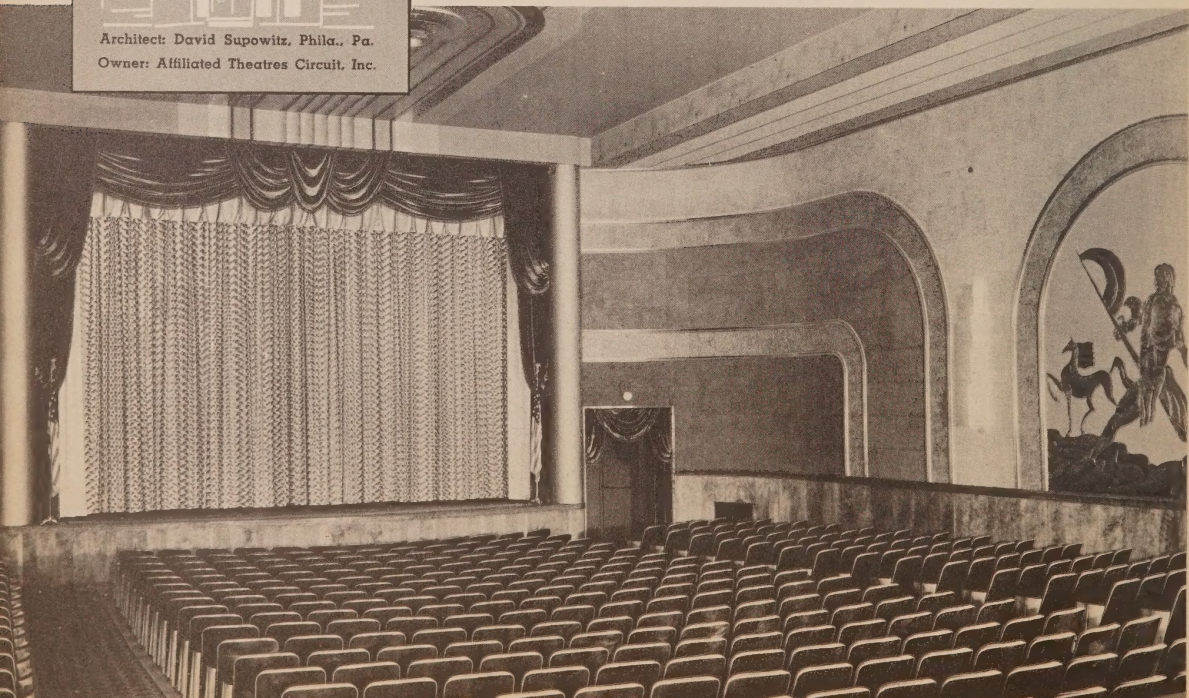
1939 PRESENTATION No. 3

The New
ADELPHI
Philadelphia, Pa.



Architect: David Supowitz, Phila., Pa.
Owner: Affiliated Theatres Circuit, Inc.

Regardless of the income level of a theatre's potential clientele, there is ever present appreciation of the better things in theaters. Accordingly, when the Affiliated Theatres, Inc., took over an automobile show room in West Philadelphia and transformed it into the Adelphi Theatre, under the architectural guidance of Philadelphia's David Supowitz, the potential patrons were given a cinema worthy of more than the two thin dimes (plus tax!) required at the box office. The night view (above) reveals the striking effects obtainable from the use of ivory structural glass, accentuated by a modern marquee and neon lights, and the auditorium (below) shows the beauty from simple design, with murals in contrast.



REFERENCE FACTS:

Size of Lot: 50 x 93

Seating Capacity: 482

Cost equipped, \$122,000

Acoustical Treatment—Thermax. Manufactured by The Celotex Corp.

Air Conditioning—Refrigeration system. Manufactured by General Electric Co.

Carpets—Mohawk. Manufactured by Mohawk Carpet Mills.

Chairs—Upholstered, metalclad back and spring edge seat. Manufactured by American Seating Co.

Decoration—Executed by Philadelphia Decorating Co.

Curtain Controls—A. D. C. Manufactured by Automatic Devices Co.

Display Frames—Manufactured by Architectural Millwork Co.

Draperies and Stage Curtains—Manufactured by A. Weinberg.

Generators—Hertner. Manufactured by Hertner Electric Co.

Lighting Fixtures—Voigt. Manufactured by Voigt Co.

Projection Lamps—Peerless Magnarc. Manufactured by J. E. Mc Auley Mfg. Co.

Projectors—Motiograph. Manufactured by Motiograph, Inc.

Screen—Da-Lite. Manufactured by Da-Lite Screen Co.

Sign and Marquee—Fabricated and erected by Apex Sign Co.

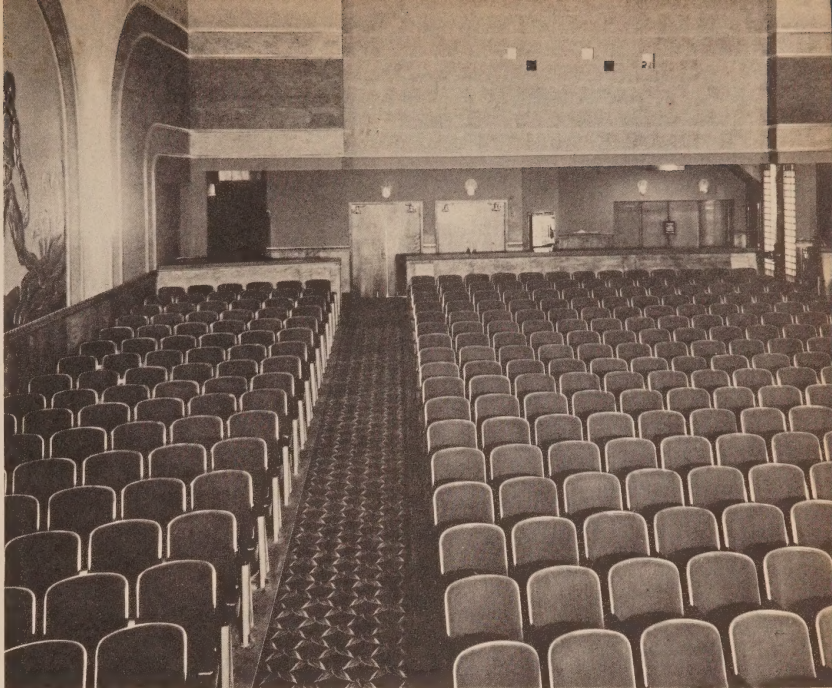
Sign Letters—Adler. Manufactured by Adler Sign Letter Co.

Sound—RCA Photophone. Manufactured by RCA Mfg. Co.

Supply Dealers—Penn Theatre Equipment Co. and National Theatre Supply Co.

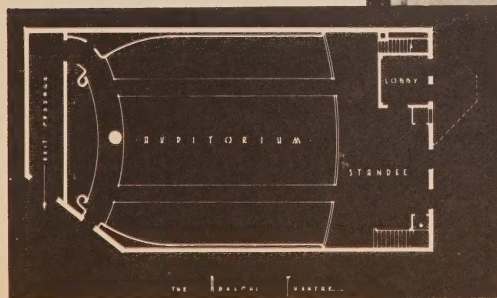
Ticket Register—Automaticket. Manufactured by General Register Co.

Ticket Chopper—Manufactured by Newman Brothers, Inc.



THE AUDITORIUM, acoustically treated with Thermax plaster, is small yet quite large enough to fill the entertainment needs of the immediate neighborhood. On the left, a portion of the mural, the auditorium's sole adornment, can be seen. Toward the rear on the right side has been placed the water fountain appropriately flanked by pillars of glass block, illuminated from behind.

THE EXTERIOR shows the manner in which this building was transformed into a modern cinema from the plans of architect David Supowitz. Ivory structural glass is the embellishment on the lower portion of the facade, the upper portion largely remaining in its original state. Modern signwork helps to add modernity and newness to this converted property.



MODERN SUPPLY DEALERS

Number 1 in a Monthly presentation
of the leading Dealers in the East.

NATIONAL THEATRE SUPPLY CO.
356 West 44th Street, New York City

Just as the exhibitor has to keep abreast of the times, so also must equipment dealers keep step with the developments of the motion picture business, not only to be able to furnish the exhibitor with all necessary up-to-the-minute supplies and service, but also to anticipate his requirements, the demands of an exacting public. Among the leaders in the equipment field is the National Theatre Supply Company, with branches in all leading cities. How this company has kept pace with the ever-changing aspect of the business is forcefully revealed in the accompanying photographs of its New York branch, recently made as modern an establishment as the theatres it best services. Besides dealing with nationally advertised products, the company is also known for its sales corps, each member of which, in addition to "selling," is a practical mechanic who stands ready and willing to aid in solving exhibitors' equipment problems.



BRANCH'S CHIEF is Clarence H. Secor, who, in the new establishment endeavors to show exhibitors, by actual demonstration and display, what can be done in theatres through installing the new and servicing the old.



THE SALES- AND SHOWROOM, a pleasingly planned combination, affords ample space for the displaying of the more important items of equipment distributed by the company. The entire side of the room has been given over to a display of Simplex E-7 projector mechanisms, Super Simplex bases, and Simplex Four Star sound system. In one instance, these pieces of equipment have been wired for demonstration purposes.



A PORTION of the display back of the counter in the sales-show room reveals the establishment's systematic filing and stocking of genuine Simplex Projector parts for every possible need.



THE DISPLAY of National Crestwood carpets is one which can be handled easily and quickly, showing to best advantage the many styles and designs that are immediately available for delivery.



LINED BEFORE the imposing front of the new branch at 356 West 44th Street, the number of employees is indicative of the bigness of the establishment, its vast resources, its ability to serve every exhibitor quickly and efficiently and to find no equipment problem too big to be handled expeditiously and none so small as to be deserving of neglect. Led by manager C. H. Secor, the entire personnel and establishment are dedicated to exhibitor service.

Throwing to the discard all the usual appurtenances of theatrical design, and making full use of the inherent qualities of the materials selected, Architect Rosario Candela created in the new Normandie Theatre for Robert Walton Goelet a cinema which is not only the last word in comfort and clubby atmosphere but is also a present materialization of what may be expected in the theatre of tomorrow. Patterned after the theatre on the SS. Normandie, the house is, inside and out, without embellishment, the only decoration being the shades of color of the material used, with the whole enhanced through the utilization of light as an integral part of the design. Starkly simple throughout, as even a casual glance at the pictures on this and the two following pages will reveal, the Normandie possesses that same swank appeal so characteristic of those select hostelrys where the fastidious patron may find every item of operation entirely up to his most exacting demands. Yet, despite the severity of the theatre, there is a compelling atmosphere, an atmosphere which not only invites patronage but also makes each customer desire to relax either in solid comfort in the auditorium while viewing Hollywood's artistic creations or in equally placid luxury of the lounge or lobby to wile away some minutes in the serene surroundings of the "Club Normandie".

1939 PRESENTATION No. 4

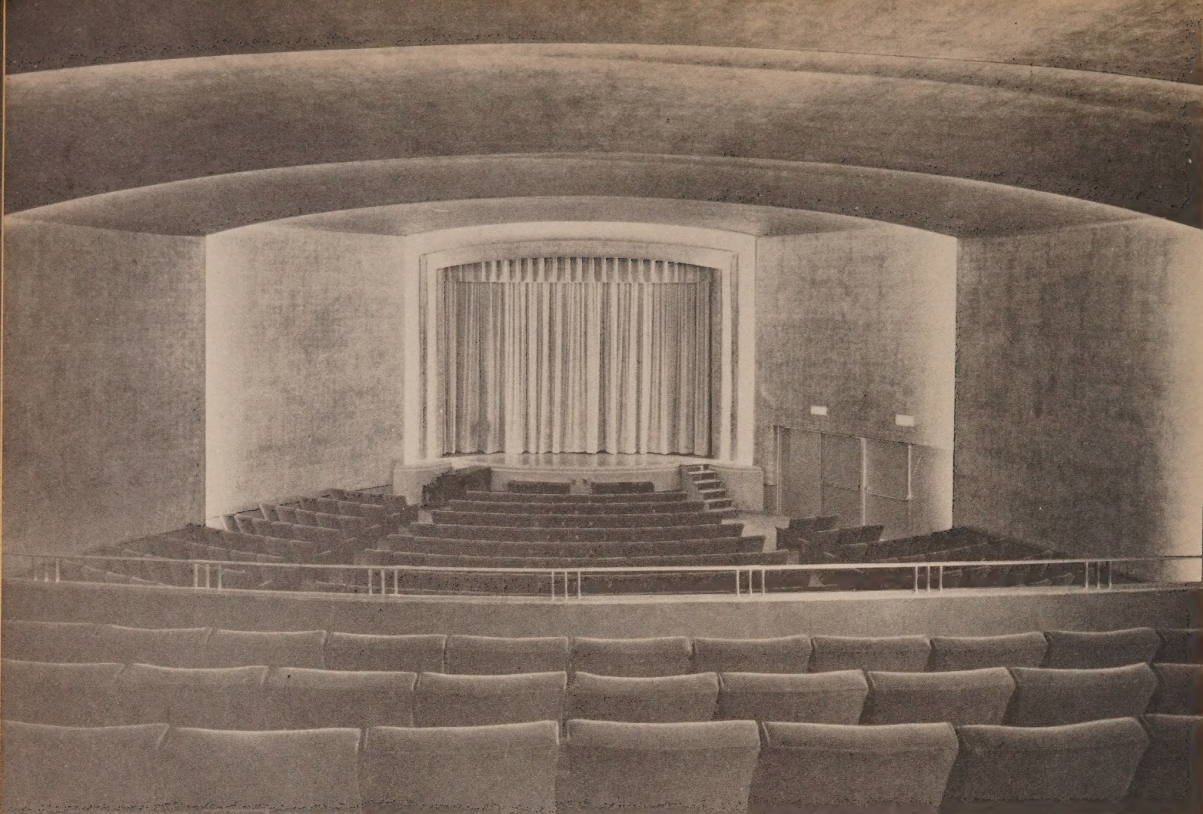
The New
NORMANDIE
New York, N. Y.



Architect: Rosario Candela, New York.
Associate: Benjamin Schlanger, New York.
Owner: Robert Walton Goelet, New York.



UNTHEATRICAL indeed is the facade of the Normandie Theatre which, other than the two built-in three-sheet boards, has few of those characteristics normally thought of as being part and parcel of modern theatre properties. The prominence, suggestive of a marquee a-borning, is of stainless steel and devoid of any kind of lettering. Rising above the building level is a "tower" on which, in vertically arranged letters, the theatre name, at night back lighted, the whole giving the aspect not so much of a theatre as a swank hostelry or apartment house.



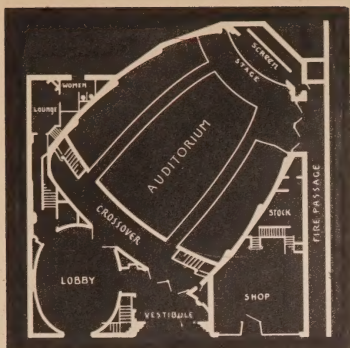
DESIGNED in a severe, simple manner, the auditorium is devoid of embellishment other than that inherent in the color and design of the Acoustone tile and plaster, with which the walls and ceiling are covered, further embellished and accentuated by the lighting scheme. Lighting coves on the walls and ceiling are continuous, and so arranged so that no patron, unless he deliberately turn around in his seat, can possibly be disturbed by the illumination.



SPACIOUSLY ARRANGED are the chairs, in the rows as well as in the individual chairs, some of which are 21 inches wide, others 24 inches. The rows are 36 to 40 inches apart. Velmo mohair is the upholstery material, an easily cleaned, long lived fabric.



MORE LIKE A CLUB than a theatre is the Normandie Theatre lobby with its especially designed and manufactured furniture that insures patron satisfaction and comfort. Here again indirect lighting adds to the effectiveness of the simple architectural plan of the whole theatre.



REFERENCE FACTS:

Size of Lot: 94 x 97
Seating Capacity: 590
Cost: Not Available

Acoustical Treatment—Acoustone. Manufactured by U. S. Gypsum Co.

Air Conditioning—Refrigeration, 50 ton capacity. Manufactured by Westinghouse Electric Co.

Carpets—Garland velvet. Manufactured by Bigelow-Sanford Co.

Chairs—Upholstered spring back and spring edge seat. Covered in Velmo Mohair Velvet. Manufactured by American Seating Co.

Construction Material—Alabama veined limestone, bronze and marble on the exterior facing. Gypsum block walls. Glass block. Glass block manufactured by Owens-Illinois Glass Co.

Decoration—Executed by Maragliotti Studios.

Curtain Controls—A.D.C. Manufactured by Automatic Devices Co.

Draperies and Stage Curtains—Manufactured by A. Weiss and Sons.

Furniture—Manufactured by Treitel-Gratz Co., Inc.

Generators—Hertner. Manufactured by Hertner Electric Co.

Lighting Fixtures—Cove lighting by Mitchell Vance Co. Lighting fixtures manufactured by Lightolier Co.

Projection Lamps—Peerless Magnarc. Manufactured by J. E. McAuley Mfg. Co.

Projectors—Simplex E-7 on Super Simplex bases. Manufactured by International Projector Corp.

Rubber Mats—Manufactured by Puritan Rubber Co.

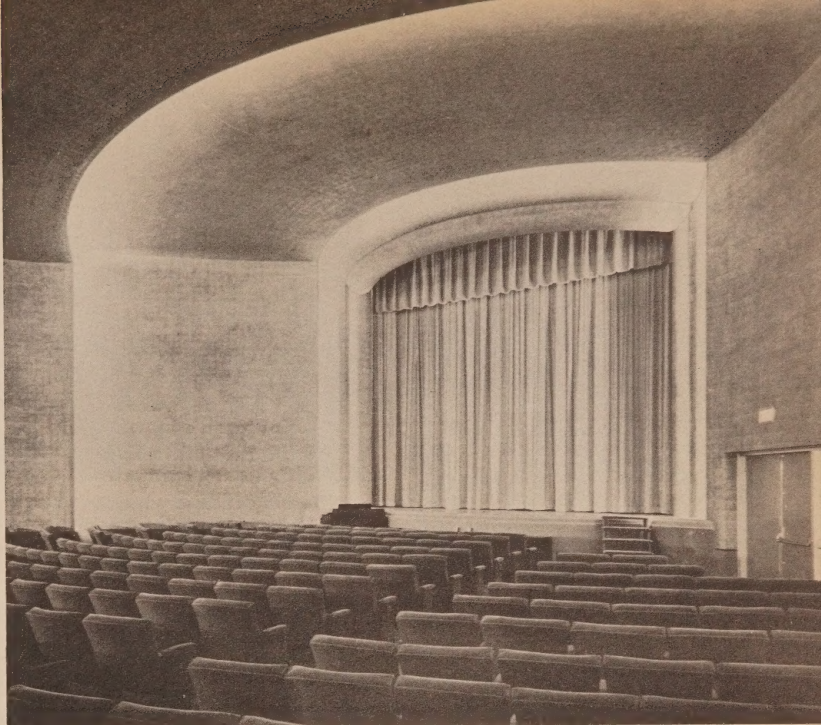
Screen—Hurley Evenlite. Manufactured by Hurley Screen Co.

Sign—Manufactured by Robins Goldhammer Co.

Sound—RCA. Manufactured by RCA Mfg. Co.

Supply Dealer—National Theatre Supply Co.

Uniforms—Manufactured by Russell Uniform Co.



A CLOSER, angled view of the proscenium reveals the more the striking effect that can be achieved with just light. Here, too, may be seen more clearly the plaid effect of the Acoustone tiles. With the continuous light cove, with the hidden bulbs at full incandescence, the proscenium is limned with a brilliance such as could not otherwise be obtained, adding further to the dignity of the plain velour traveler in old rose with a silver sheen. The exit doors (never a thing of particular beauty) shrink to a minor consideration before the greater charm of the regal simplicity of the theatre auditorium.

ANOTHER VIEW of the lobby, this reveals that which is back of the glass-block panel, prominently seen in the first picture of this series. Again is seen the clubby appointments of the room which, apparently, has been further decorated with more floral tributes to Architect Rosario Candela, Associate Architect Benjamin Schlanger, and Owner Robert Walton Goelet. Well may these "orchids" be tossed at these three, for seldom before has so notable a presentation in stark simplicity been revealed. May the pictures presented on the screen be worthy of so noble an architectural achievement.



FORMAL and dignified are the uniforms, designed by Howard Zeimer, and manufactured by Russell Uniform Company.



The New
FORT MONROE THEATRE
 Fort Monroe, Va.

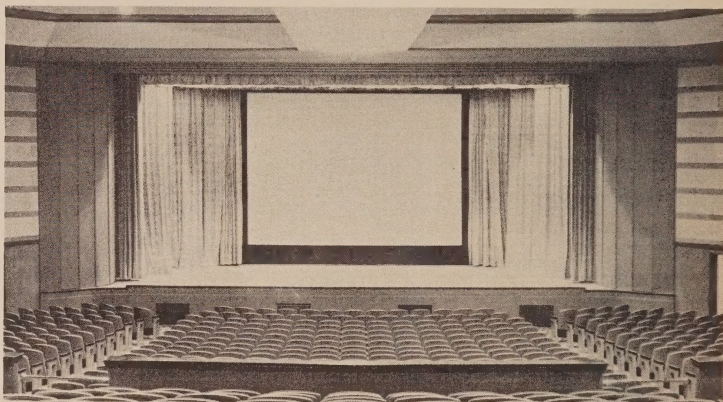


Operated by U. S. Army Motion
 Picture Service

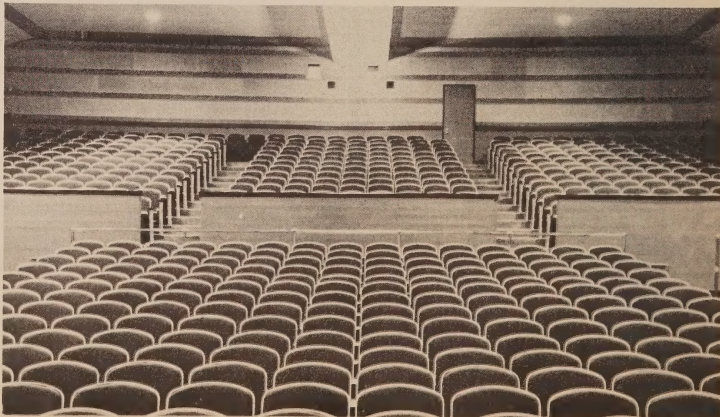
Among U. S. exhibitors there is one whose activities are rarely considered in a discussion of exhibition, an exhibitor whose 418 units cater to the entertainment demands of 298,467 regular patrons. But this No. 2 U. S. exhibitor is not competition to established theatres, for he is Uncle Sam, who screens for the Army and the Navy. On 331 Navy units are motion pictures regularly shown, but it is in the 81 Army posts that, for the most part, are the theatres such as are known to civilians. Presided over by the U. S. Army Motion Picture Service, operated by the Adjutant General of the Army, the houses of the five U. S. districts set a standard that many a civilian exhibitor might well follow with profit. It is, accordingly, with pleasure that Better Management here is able to offer the reader a few views of the new 900-seat cinema at Fort Monroe, Virginia. The Government does not divulge the source of its equipment, but it is evident from these pictures that the ideas of patron comfort and showmanship have been judiciously applied in this theatre, and the reader may be assured that the equipment is of nationally known manufacturers and of the size and type that would be obtained by the commercial exhibitor for a comparable house. Where there is a constant clientele, plus a steady demand for moving pictures, little reason obtains for the usual theatrical structure, so to keep the building "in character" with the other buildings at the post, a more community-centerish edifice can be constructed.



IN APPEARANCE more a mansion than a theatre is this latest addition to the cinemas of U. S. Army Posts, the Fort Monroe Theatre, in Virginia. As in other Army Posts, the center of attraction, when not the canteen, is the movie, and this structure is, indeed, inviting to those in search of relaxation. Because it has its clientele without the necessity of ballyhoo and exploitation, the building is devoid of advertising material or other hall-marks of the theatre of the civilian public.



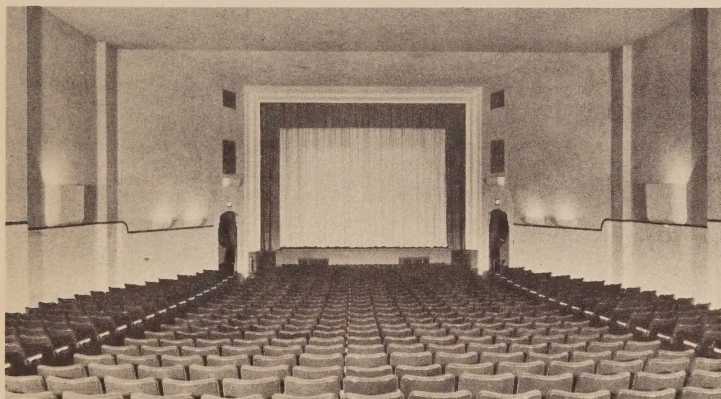
ON THE INSIDE, the theatre becomes more familiar in its appointments. From the stadium-type balcony, the proscenium is gaily, yet unostentatiously, decorated. A large stage affords ample space for "flesh" entertainment whenever the occasion requires. Here can be noted the large ceiling light troughs that run the entire length of the auditorium. The horizontal striping of the side walls offer a pleasing contrast to the predominantly vertically-lined proscenium and drapes.



LOOKING toward the rear, there is seen the continuation of the design suggested in the preceding photograph, with the over-all effect one which might easily be applauded for any metropolitan de luxe neighborhood house. The chairs are so arranged that the officers and men will have an unobstructed view of the screen no matter where they may be seated. The theatre, whose designer must of necessity remain anonymous, is indeed a credit to the service.



BY NIGHT, the new Warren Theatre, Hudson, New York, reveals a suggestion of that simplicity which New York's Architect William I. Hohauser brought to the latest link in the chain operated by Walter Reade. The outside lighting is direct, from bulbs in the soffit of the marquee and indirect from the upper edge of the triangular marquee. The theatre name-sign, resembling a tavern shingle of Colonial days, is illuminated by flood lights on top of the marquee.



HERE is revealed the full force of Architect Hohauser's simple design. A wainscot effect has been gained through the use of two tones of plaster, a darker shade applied on the upper reaches. The method of lighting is novel and pleasing, with the light bulbs set in "wall boxes" of two sizes—the larger ones singly, the smaller ones in pairs—with the effect of the reflection on the wall suggesting the braziers of olden times which served the double use of illumination and heat.



IN CONTRAST, especially in the matter of carpeting, is this view of the lounge, equipped with modernistic furniture, arranged on a carpet which is typical of the modern in floor coverings. The simple furniture and the absence of mural decorations, save for a mirror and lighting fixtures, are quite in keeping with the virtually unbroken simplicity of the auditorium, but stand in sharp contrast to the prominent design in the multi-hued carpet pattern.

1939 PRESENTATION No. 6

The New
WARREN
Hudson, N. Y.



Architect: William I. Hohauser, New York.
Owner: Walter Reade, New York.

REFERENCE FACTS:

Size of Lot: 50 x 120

Seating Capacity: 640

Cost: Not Available

Air Conditioning—Cooling system installed by Reisch Co.

Carpets—Manufactured by A. & N. Karagheusan, Inc.

Chairs—Manufactured by General Seating Co.

Display Frames—Manufactured by Frank Adams.

Draperies and Stage Curtains—Manufactured by Edwin Disbrow.

Furniture—Manufactured by Swern & Co.

Generators—Brenkert. Manufactured by Brenkert Light Projection Co.

Projection Lamps—Brenkert. Manufactured by Brenkert Light Projection Co.

Projectors—Motiograph. Manufactured by Motiograph, Inc.

Screen—Hurley Evenlite. Manufactured by Hurley Screen Co.

Sign and Marquee—Fabricated and erected by Yaeger Sign Co.

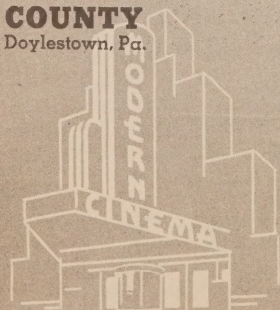
Sound—Western Electric.

Supply Dealers—Joe Hornstein, Inc., and Crown Motion Picture Supplies Corp.



1939 PRESENTATION No. 7

The Rebuilt
COUNTY
Doylestown, Pa.



Architect: Silverman and Levy,
Philadelphia

Owner: Charles Kahn, Philadelphia

WITH WHITE STUCCO over the upper portion of the structure and most of the lower portion, to set off the blue porcelain-enamelled iron entrance, trimmed with stainless steel, the rebuilt County Theatre presents a smart modern appearance. The neon-illuminated upright sign, also trimmed with stainless steel, is over a triangular marquee of unadorned simplicity, making the silhouette letters stand out with even greater prominence.

Nestled among the gentle hills of Bucks County, Pennsylvania, is the small (population, 4,571) but up-and-coming Borough of Doylestown, the county seat. The inherent civic pride of any community is, to a large extent, reflected in its motion picture theatre. Accordingly, Doylestown may justly beam with pride at, and with, the new County Theatre, created from the plans of Philadelphia's Silverman and Levy, architects, for Owner Charles Kahn and Operator Joseph A. Wodock. Its blue enamel front, topped by stucco in a shade of cream, is an appropriate introduction to the modern interior, that deftly makes out of modern equipment and materials a spot of plain, old fashioned comfort and relaxation.

REFERENCE FACTS:

Size of Lot: 53 x 80

Seating Capacity: 716

Cost without ground: \$60,000

Acoustical Treatment—Hairfelt covered with damask.

Air Conditioning—Refrigeration System. Manufactured by Delco Appliance Corp.

Carpets—National Wilton. Manufactured by Alexander Smith & Sons Co.

Chairs—Full upholstered spring back and spring edge seat. Manufactured by Irwin Seating Co.

Construction Material—Brick, porcelain enameled iron with stainless steel trim and stucco.

Curtain Controls—Vallen. Manufactured by Vallen, Inc.

Decoration—Executed by Wood-Stretch Co.

Draperies and Stage Curtains—Manufactured by National Drapery Studio.

Furniture—Manufactured by Troyack Co.

Generators—Hertner. Manufactured by Hertner Electric Co.

Projection Lamps—Peerless Magnarc. Manufactured by J. E. McAuley Mfg. Co.

Projectors—Simplex E-7 on Super Simplex bases. Manufactured by International Projector Corp.

Rubber Mats—Manufactured by Puritan Rubber Co.

Screen—Walker. Manufactured by Walker American Corp.

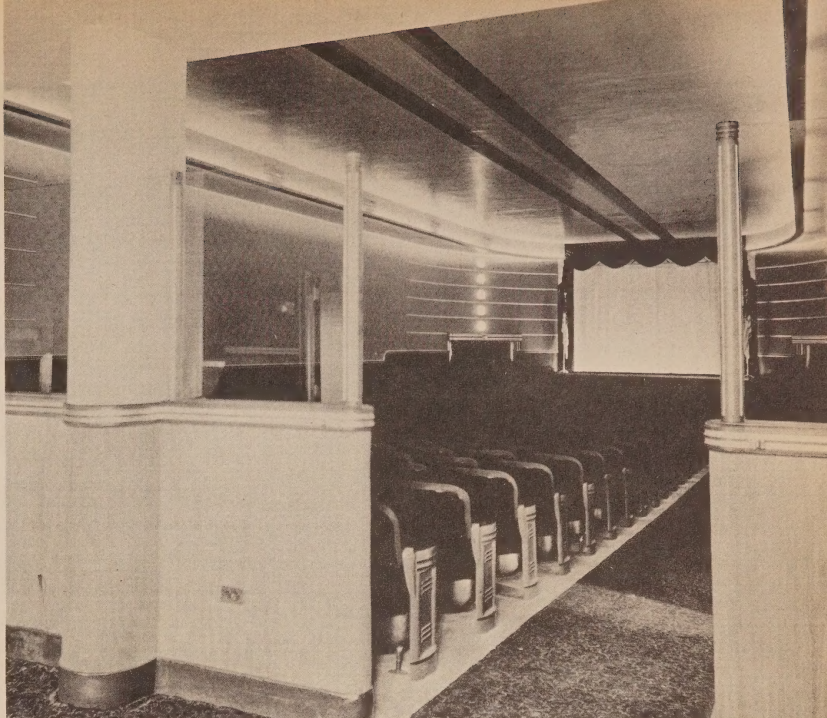
Sign and Marquee—Fabricated and erected by General Outdoor Advertising Co.

Sign Letters—Adler. Manufactured by Adler Sign Letter Co.

Sound—Simplex 4 Star. Manufactured by International Projector Corp.

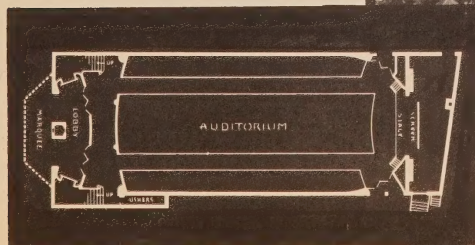
Supply Dealer—National Theatre Supply Co.

Ticket Register—Timco. Manufactured by Ticket Issuing Machine Co.



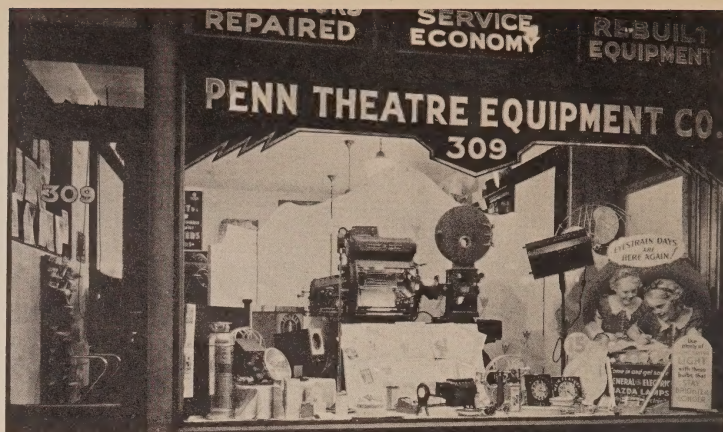
THE AUDITORIUM is warmly decorated and most attractive. The side walls are covered in a designed, dark blue damask, which has been laid over hair felt to give excellent acoustical results. The wall covering is such that, even from a short distance, it gives the illusion of being a paint job instead of fabric. The illumination comes from the indirect lighting troughs in the ceiling and direct, built-in fixtures over the exit doors on either side of the proscenium.

THE LOUNGE is appropriately decorated with two huge photo-murals, one an air view of Doylestown and the surrounding country, the other a montage of interesting and historic spots that dot the town proper. Many comfortable leather-upholstered, chrome-finished chairs have been placed here to accommodate those desiring to stop and smoke or chat.



MODERN SUPPLY DEALERS

Number 2 in a Monthly Presentation
of the leading Dealers in the East
PENN THEATRE EQUIPMENT CO.
309 N. 13th Street, Philadelphia, Pa.



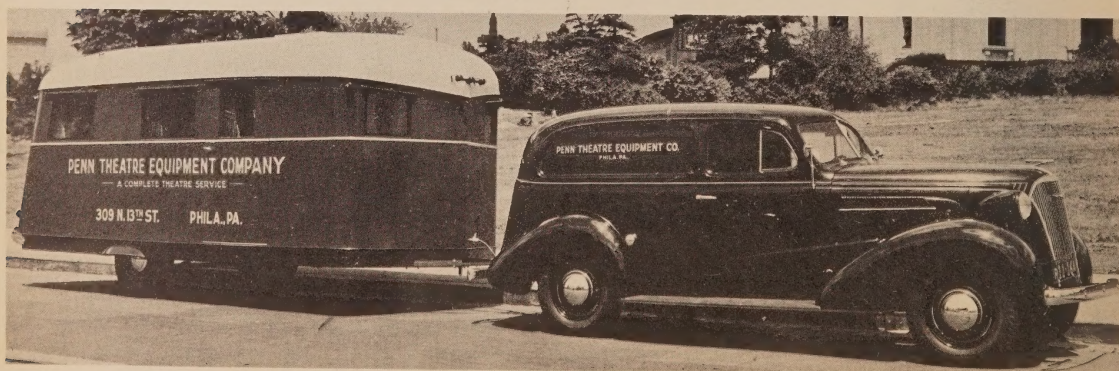
BRILLIANT SHOWING is made in the window of some of the many lines carried in stock by the Penn Theatre Equipment Company. Frequent changes are made in the display, so that exhibitors and other passers-by may not be bored by continual sameness or be able to tell the passage of time by the gradual accumulation of dust—the two things most repellent to prospective customers.



PRESENTING Charles Cohen (left) and Arthur Rothberg, owners of the Penn Theatre Equipment Company, of Philadelphia, who, as a result of many years in this field, are eminently equipped to render competent service and advice to their customers.



ON THE INSIDE, the same up-to-date, showmanly display of wares is achieved. With well stocked shelves neatly arranged and with larger pieces of equipment and samples open and of easy examination, both "sides" of the establishment become an open invitation to the visiting theatremen to replenish his supplies, to suggest brand new equipment, or improved models to replace existing materials to render more efficient service.



BETTER to serve its many accounts in the far reaches of the Commonwealth, Penn Theatre Equipment Company has equipped this trailer with a projection machine, sound equipment, carpet samples, miniature screens—indeed, a sample of every major item in the PTEC's catalogue—thus bringing the store to those potential customers who rarely have the opportunity to visit Philadelphia's Film Row or the main store. This service has proved its value many times over.

Lying 'midst the lush farms of the northern part of lozenge-shaped Lancaster County, the small town of Ephrata, Pennsylvania, forms the point toward which more than 5,000 people look for their entertainment. Up to a few months ago the town boasted a theatre, the Roxy (600 seats), but a flood had earlier descended leaving its tell-tale marks. While renovations were effected, Harry and Oscar Stiefel decided that not only did Ephrata deserve a modern cinema, but that business warranted some expansion. To Philadelphia's Architect David Supowitz fell the task of designing the \$97,000, 900-seat theatre. How well he was able to bring urban munificence to the community, at the same time creating a structure which should not seem out of place in its setting, is revealed pictorially on this and the two following pages. Strictly modern in design, and equipped with the latest apparatus and adjuncts to offer the utmost in patron comfort and the enjoyment of motion picture entertainment, the Main Theatre is indeed a cinema of which its big city cousins need never feel ashamed.

1939 PRESENTATION No. 8

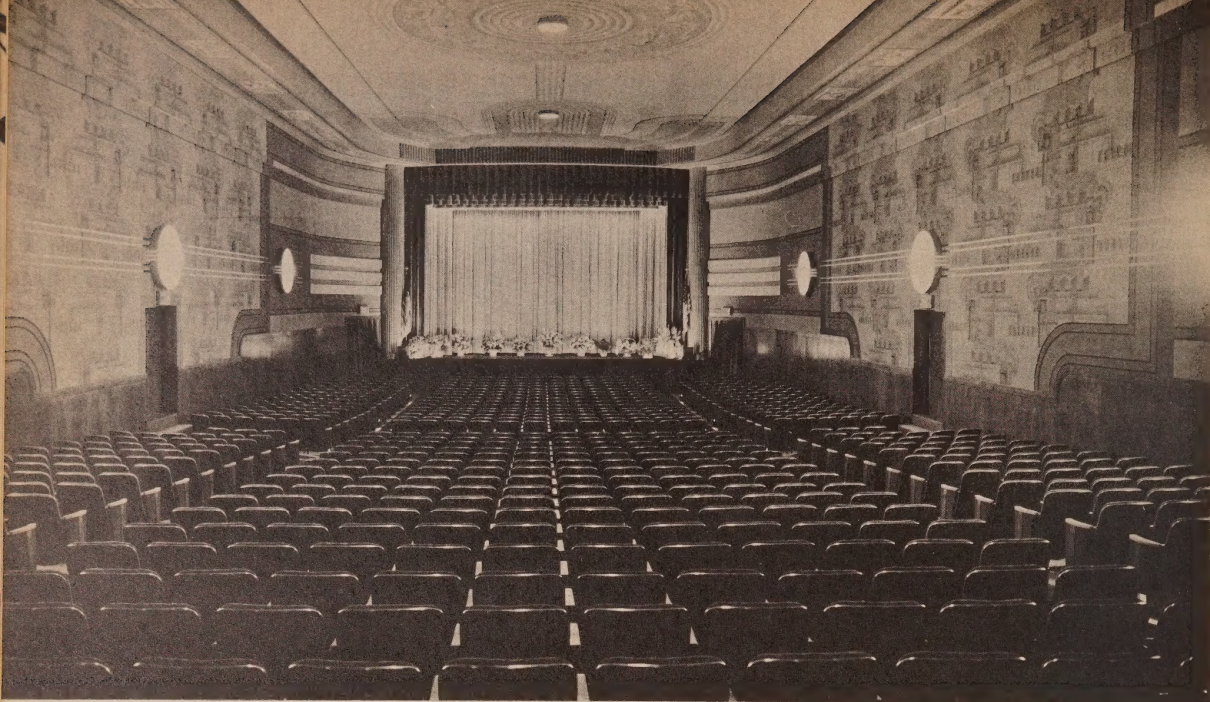
The New
MAIN THEATRE
Ephrata, Pa.



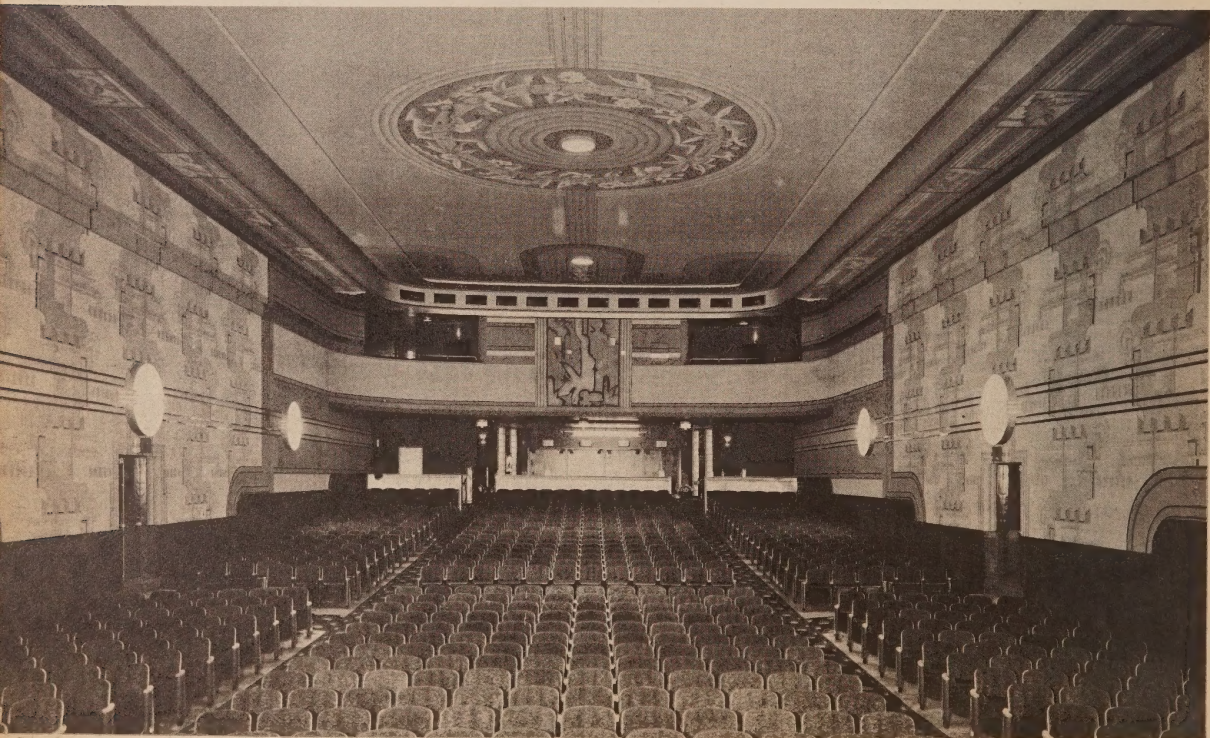
Architect: David Supowitz
Owners: Harry and Oscar Stiefel.



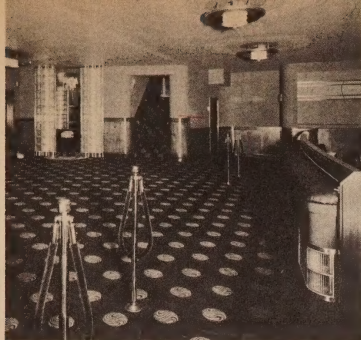
THE FRONT, as seen here by night, radiantly aglow with incandescence and neon lighting, serves due notice to seekers after motion-picture entertainment that here is, indeed, the haven in which the world's finest cinema productions are shown, amidst surroundings that are completely modern, and with every known appurtenance for the creation of luxurious comfort and every piece of apparatus to give the most faithful reproduction of that which Hollywood placed upon the sound track.



THE AUDITORIUM, looking toward the screen, is resplendent in its modern decorative treatment. Entirely devoid of any "gingerbready" lighting fixtures, all illumination emanates from modern, built-in wall and ceiling plaques. The proscenium treatment is carried out in the flutings of the columns on either side of the curtain, in the folds of curtain itself and in the valance of the same material. Note also the thematic fluting in the ceiling ducts above the proscenium opening.



LOOKING TOWARD THE REAR, an even better idea is obtained of the decorative painting. The portholes of the booth, opening into a paneled mural, are hardly noticeable. Attention should be given to the excellent use of a stepped ceiling, in providing for the air-conditioning grills. Latest seating comfort has been assured by the installation of de luxe, upholstered back and spring-edge seat chairs which are covered in van wrinkled mohair with leather seats.



THE STANDEE SPACE is better shown here. Also seen are the glass-block pillars on either side of the drinking fountain, the combination treatment in the ceiling lighting fixtures.

REFERENCE FACTS:

Size of Lot: 67 x 195

Seating Capacity: 900

Cost without ground: \$97,000.

Acoustical Treatment—Acoustone Tile. Manufactured by U. S. Gypsum Co.

Air Conditioning—Installed by American Heating and Ventilating Co.

Carpets—Manufactured by Hardwick and Magee Co.

Chairs—Manufactured by American Seating Co.

Curtain Controls—Vallen. Manufactured by Vallen, Inc.

Construction Material—Brick, steel, concrete, Carrara and Vitrolite structural glass. Carrara manufactured by Pittsburgh Plate Glass Co., Vitrolite manufactured by Libbey-Owens-Ford Glass Co.

Decoration—Executed by Philadelphia Decorating Co.

Draperies and Stage Curtains—Manufactured by American Decorating Co.

Furniture—Manufactured by The Howell Co.

Generators—Hertner. Manufactured by Hertner Electric Co.

Lighting Fixtures—Voigt. Manufactured by Voigt Co.

Projection Lamps—Peerless Magnarc. Manufactured by J. E. McAuley Mfg. Co.

Rubber Mats—Manufactured by O. W. Jackson Co.

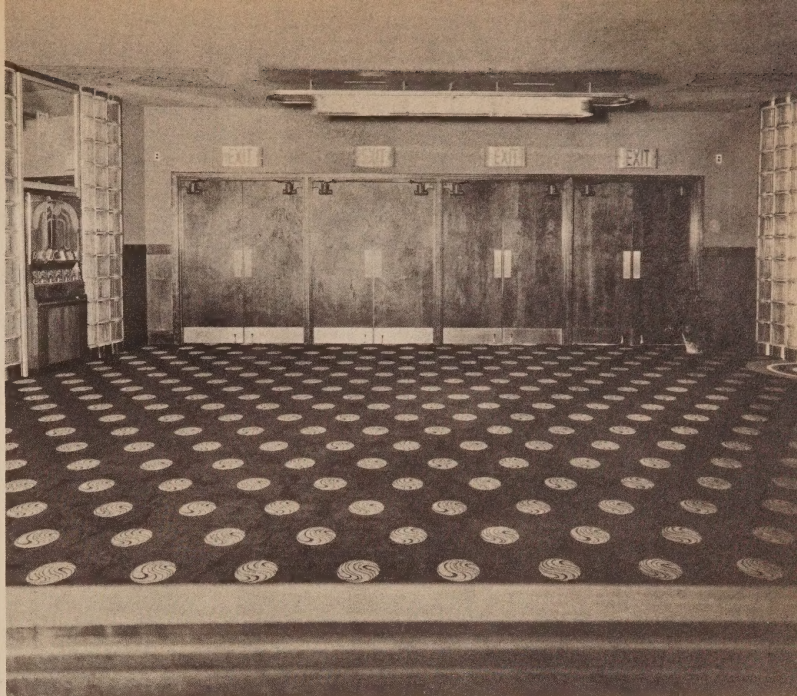
Screen—Walker. Manufactured by Walker American Corp.

Sign and Marquee—Fabricated and erected by Superior Sign System, Inc.

Sign Letters—Wagner. Manufactured by Wagner Sign Service, Inc.

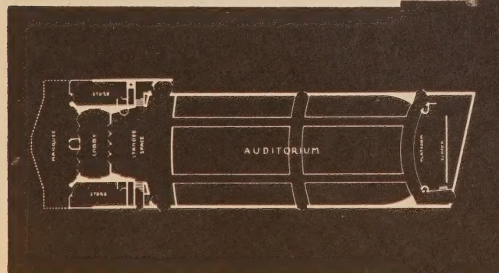
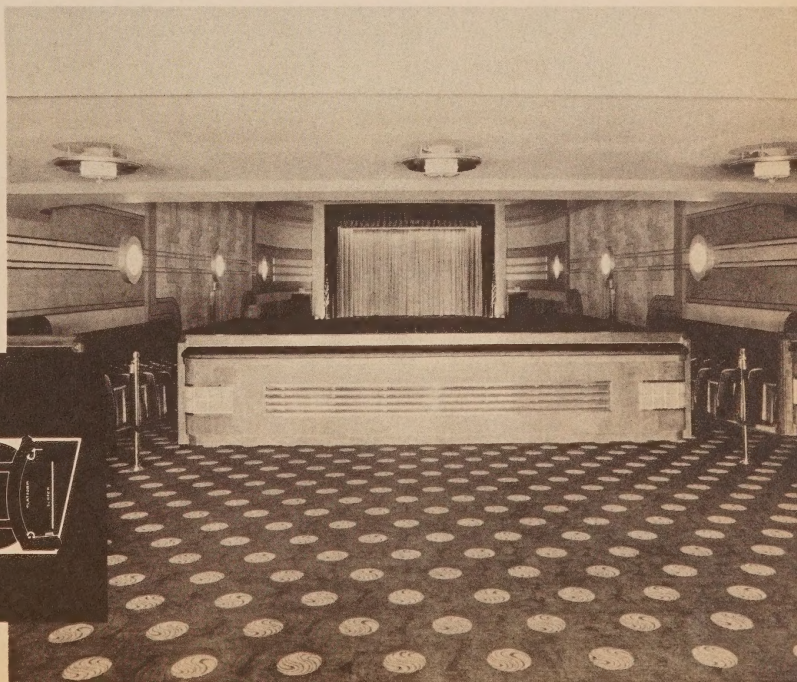
Sound—Simplex 4 Star. Manufactured by International Projector Corp.

Supply Dealer—National Theatre Supply Co.



THE EXIT DOORS, opening off the foyer, are flanked on the one side by a built-in candy-vending machine, on the other by a drinking fountain. Glass block laterally frames the candy machine and the fountain, with an overhead mirror enhancing the beauty of this setting and creating the illusion of even greater size. The exit doors are centered in the width of the building.

THE STANDEE RAIL, in this instance, ceases to be just a stop-gap between the seating area and the foyer, or standee space. It has been designed to serve the definite purpose of housing air-conditioning outlets for the standee area. Through the use of back-lighted glass block, the aisle heads are illuminated, also adding to the decorative effects. The arm-rest is leather upholstered.



1939 PRESENTATION No. 9

The New

CAMEO THEATRE

South Weymouth, Mass.



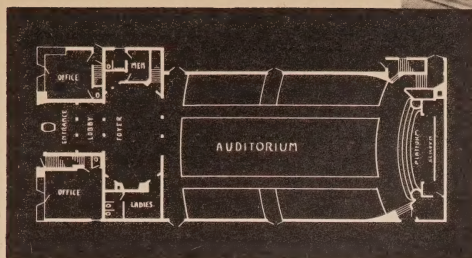
Architects: Mowll and Rand,
Boston, Mass.

Owners: Lockwood and Gordon
Enterprises

To the ever-expanding circle of its friends, particularly the exhibitors of New England, Better Management takes especial pride in presenting, through the courtesy of O. D. Melkon and Flair magazine, a photographic study of the new Cameo Theatre, in South Weymouth, Massachusetts, on which Boston's William Luther Mowll and Roger Glade Rand were the architects. This theatre was built in a section not far from Plymouth, where the prevailing architecture is distinctly Colonial. South Weymouth and surrounding towns contain some of the oldest domestic structures in America. To maintain this spirit and have the house conducive to a homelike atmosphere, the owner and architects decided on a Colonial treatment, recalling, as much as possible, the essential elements of design that enter into the ensemble of these Old Colony homesteads. It is the policy of the owners of the Cameo to give as much local color and atmosphere to their houses as possible. They have found that patrons not only feel more at home in this type of theatre, but also appreciate the compliment to their pride.



THE EXTERIOR has been designed in an early New England style, which carries into 1939 the architectural theme of the Eighteenth Century. Even the poster frames and marquee—of which the Colonists knew little (and cared less!)—carry on the New England tradition. The replica of a cameo on the apex of the marquee adds a definitive touch to the decorative scheme of the front.



REFERENCE FACTS:

Size of Lot: 70 x 170

Seating Capacity: 672

Cost without ground: Not available

Acoustical Treatment—Nu-Wood. Manufactured by Wood Conversion Co.

Air Conditioning—Kooler-Aire refrigeration system. Manufactured by U. S. Air Conditioning Co.

Carpets—Manufactured by Whittall Mfg. Co.

Chairs—Manufactured by Heywood-Wakefield Co.

Construction Materials—Concrete, brick, Carrara structural glass. Carrara manufactured by Pittsburgh Plate Glass Co.

Curtain Controls—Vallen. Manufactured by Vallen, Inc.

Decoration—Executed by Cliffondale Woodworking Co.

Draperies and Stage Curtains—Supplied by Capitol Theatre Supply Co.

Furniture—Manufactured by Heywood-Wakefield Co.

Generators—Hertner. Manufactured by Hertner Electric Co.

Lighting Fixtures—Manufactured by Edwin C. Lewis.

Projection Lamps—Peerless. Manufactured by J. E. McAuley Mfg. Co.

Projectors—Simplex. Manufactured by International Projector Corp.

Rubber Mats—Manufactured by American Mat Co.

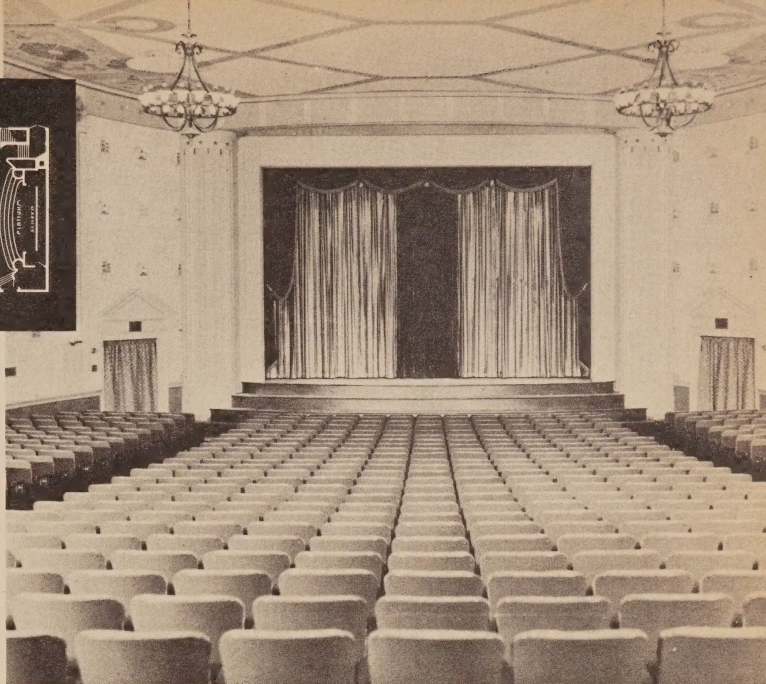
Screen—Da-Lite. Manufactured by Da-Lite Screen Co.

Sign and Marquee—Fabricated and erected by C. I. Brink Co.

Sign Letters—Wagner. Manufactured by Wagner Sign Service, Inc.

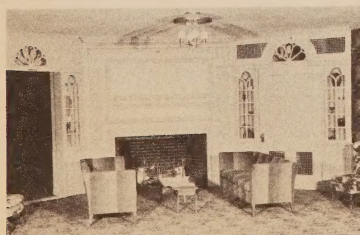
Sound—Simplex 4 Star. Manufactured by International Projector Corp.

Supply Dealer—National Theatre Supply Co.

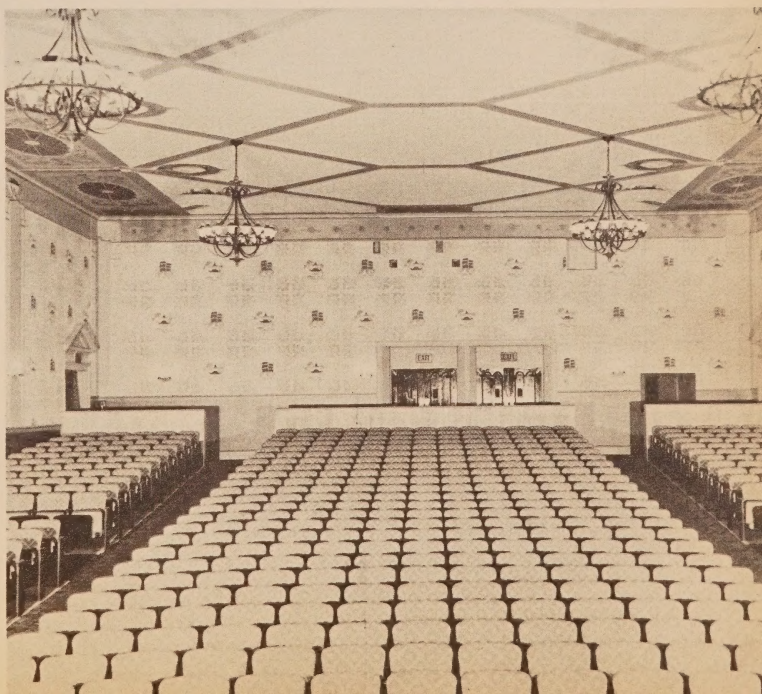


THE PROSCENIUM is unostentatious, in keeping with the New England theme. Flanked by two severely fluted columns—topped by a Doric capital, even simpler than its Greek progenitor—the velvet hangings and the velour traveler, seen through the partly open curtain, and the proscenium present an appropriate conservatism. The steps leading from the stage offer easy access when other than cinematic entertainment is offered.

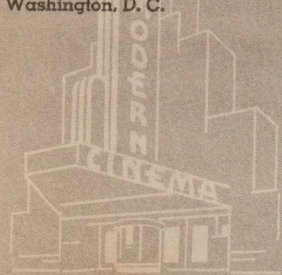
THE AUDITORIUM has an interesting wall treatment: the use of four-by-four-foot squares of natural colored wall-board, stenciled to imitate Chinese wall paper in block form. The ceiling border carries out the theme further. Particularly notable and unusual in modern theatre construction—even when a Colonial motif is followed—are the chandeliers offering direct illumination to the auditorium.



THE LOUNGE, more like an old New England parlor than a part of a modern theatre, is this truly Colonial room, with its paneled walls and glazed Chinese red wall paper.



The New
BEVERLY THEATRE
Washington, D. C.



Architect: John Eberson, New York, N. Y.
Owner: Kass Realty Corporation
Lessee: Warner Brothers

Latest link in the ever-expanding chain comprising the Warner theatres of the Washington Zone is the Beverly Theatre, in the City of Washington. To many readers, the plainness of the theatre front, the absence of all lettering, even theatre identification, on the marquee will be the house's most outstanding characteristic, but to Washingtonians it is commonplace, for District of Columbia regulations prohibit such displays as are generally considered part of theatre construction. In view of this, well indeed is the treatment given this aspect of the structure by Architect John Eberson.

THE EXTERIOR, of sturdy, massive brick construction, is meritorious in its design. Because of regulations in the District of Columbia barring the use of adjuncts of construction usually found in theatres, the marquee was, of necessity, designed to attract attention without the use of sign letters or other illuminative adornment.



REFERENCE FACTS:

Size of Lot: 100 x 175

Seating Capacity: 1000

Cost without ground: Not available

Acoustical Treatment—Damask over rock wool.

Air Conditioning—Refrigeration. Manufactured by Westinghouse Electric Co.

Carpets—Crestwood. Manufactured by Alexander Smith & Sons Co.

Chairs—Ideal. Manufactured by Ideal Seating Co.

Construction Material—Steel and brick.

Decoration—Executed by Rambusch Decorating Co.

Curtain Controls—A. D. C. Manufactured by Automatic Devices Co.

Display Frames—Manufactured by Charles Kenney Studios.

Generators—Hertner. Manufactured by Hertner Electric Co.

Projection Lamps—Ashcraft. Manufactured by Ashcraft Mfg. Co.

Projectors—Super Simplex. Manufactured by International Projector Corp.

Rubber Mats—Manufactured by O. W. Jackson Co.

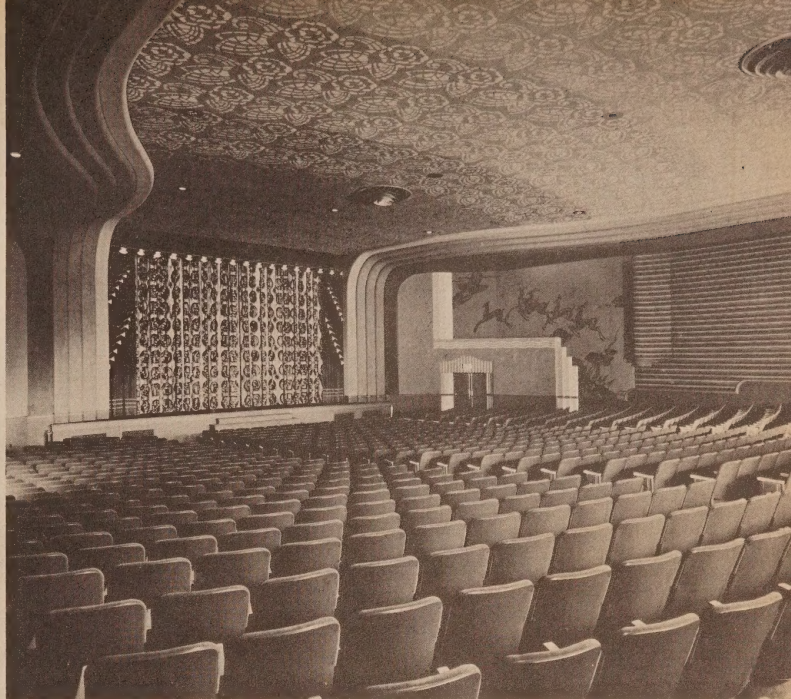
Screen—Evenlite. Manufactured by Hurley Screen Co.

Sign and Marquee—Manufactured by Beacon Sign Co.

Sign Letters—Adler. Manufactured by Adler Sign Letter Co.

Sound—RCA. Manufactured by RCA Mfg. Co.

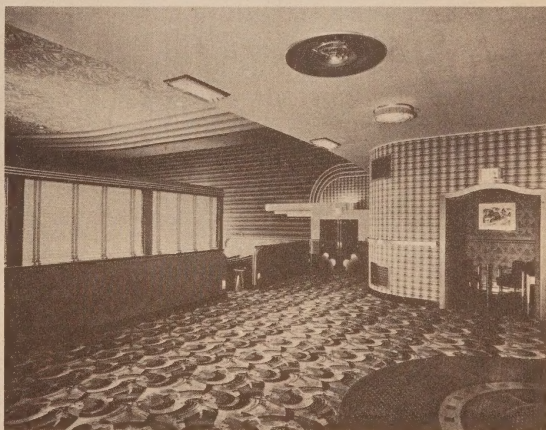
Ticket Register—Manufactured by General Register Co.



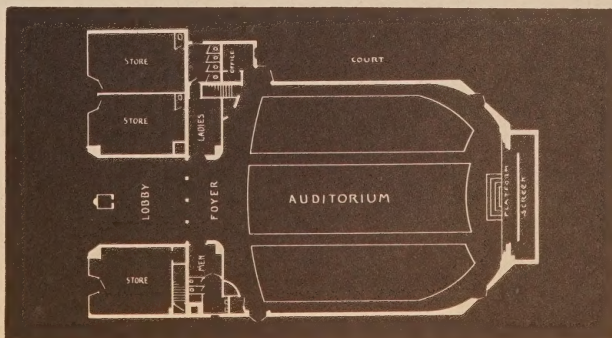
THE PROSCENIUM, gaily adorned with brightly colored stage curtains, is modern in design. The lines of the ceiling, running irregularly from the rear, find their termini at the stage floor, serve in place of the usual columnar decorations for flanking the proscenium. The murals of galloping deer and distal plainness break the abundance of closely applied parallel lines on the rest of the wall.



THE AUDITORIUM is ultra-modern in all of its appointments, and Architect John Eberson should be congratulated on his choice of theme and materials. Particularly of interest is the pattern employed in the decoration of the side and rear walls.



THE FOYER, in keeping with the modern motif of the house, is delightfully colorful and warming to the patron upon his entrance into the theatre. The Venetian blinds, surmounting the standee rail, although not an innovation here, is, nevertheless, quite smart.



MODERN SUPPLY DEALERS

Number 3 in a Monthly Presentation
of the leading Dealers in the East
NATIONAL THEATRE SUPPLY COMPANY
1225 Vine Street, Philadelphia

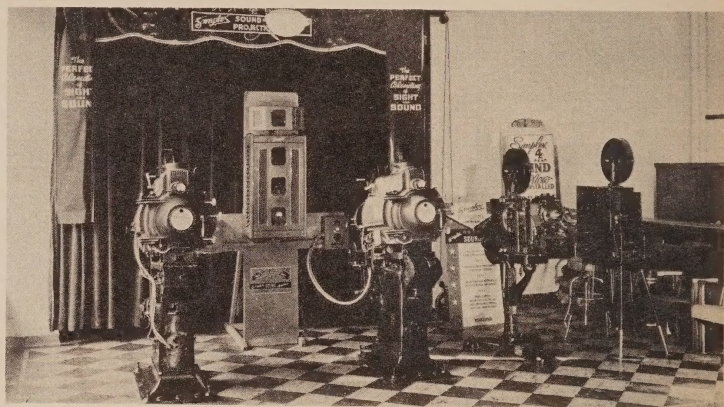
One of the highest ranking branches of the National Theatre Supply Company, the Philadelphia, Pennsylvania, office is headed by Manager Harry Blumberg, ably assisted by his brother, Benjamin. The fraternity, having many years' experience in the theatre equipment business, lends itself gracefully into the role of advisor to theatremen seeking first-hand, authentic knowledge, as well as expert salesmen of the items in its many lines of nationally advertised equipment. With a staff of capable assistants—clerical, as well as field—the branch is well fitted to offer the exhibitors of the territory every possible service, be the request for the "time of day," a package of carpet tacks, or a complete sound-and-projection installation. Generously stocked for all emergencies, Blumberg and his assistants stand ever on the exhibitor's call.



HARRY BLUMBERG, the genial, personable branch manager, aids the exhibitor and the company through his profound knowledge of the business and theatremen's needs.



THE STORE, remodeled not many months ago, is kept well-stocked to meet any emergency, so that no customer's theatre may ever be dark for want of any material. To the left of the picture are samples of the line of Irwin chairs, handled nationally by the company. Back of the chairs is the open office for the clerical staff. Manager Blumberg's private office is further to the rear.



CLOSE BY THE WINDOW is the display of Simplex projectors and the Simplex Four-Star sound system, so placed that the exhibitor passing by will become more Simplex-conscious. The display has been so arranged that a demonstration of Four-Star sound may be given to prospective customers. Arranged here are samples of the entire line of stationary and portable projectors.



THE PERSONNEL of the branch pose with Manager Blumberg in front of the store, located at 1225 Vine Street—the hub of film activity in the City of Brotherly Love. A well-trained group it is, and under the guidance of Manager Blumberg, efficiently and capably handles the various calls for its material, offers constructive suggestions to theatre owners impaled on the horns of dilemmas.



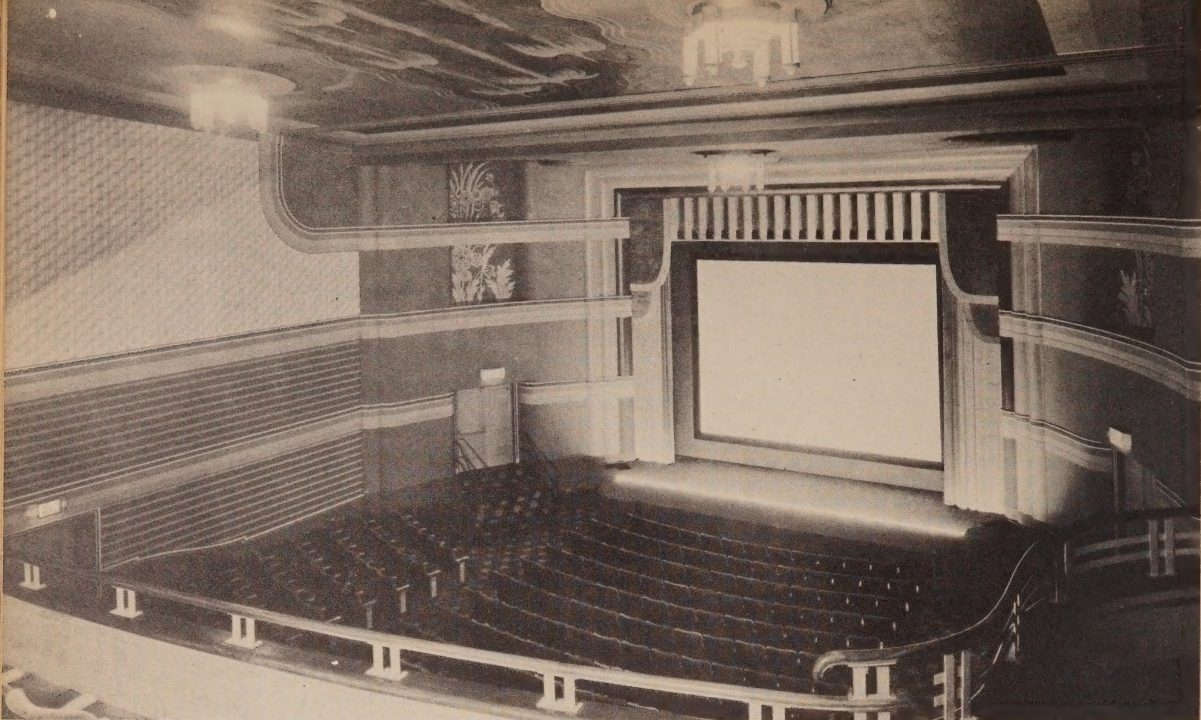
THE EXTERIOR at night is as brilliant as any downtown first-run theatre. Although there is nothing outstanding about the marquee, it still smacks of showmanship, with plenty of space to "sell" attractions. The box office is done in structural glass and stainless steel.

Largest (2,560,401) of the five boroughs of the City of New York, Brooklyn is to be numbered among the most civic-minded areas of the U. S. Long before May 24, 1884, when the Brooklyn Bridge was first opened, were the good people of Brooklyn accustomed to point with pride to their bustling city. This year Brooklyn could point to another achievement, the new Nostrand Theatre, built by the Century Circuit, Inc., from the plans of New York's famed John Eberson. Seating nearly 1,000, the theatre, as is here shown, presents the modern theme at its best, created within the walls of a massive, confidence-inspiring structure, a credit to architect Eberson, the Century Circuit and the Borough of Brooklyn.

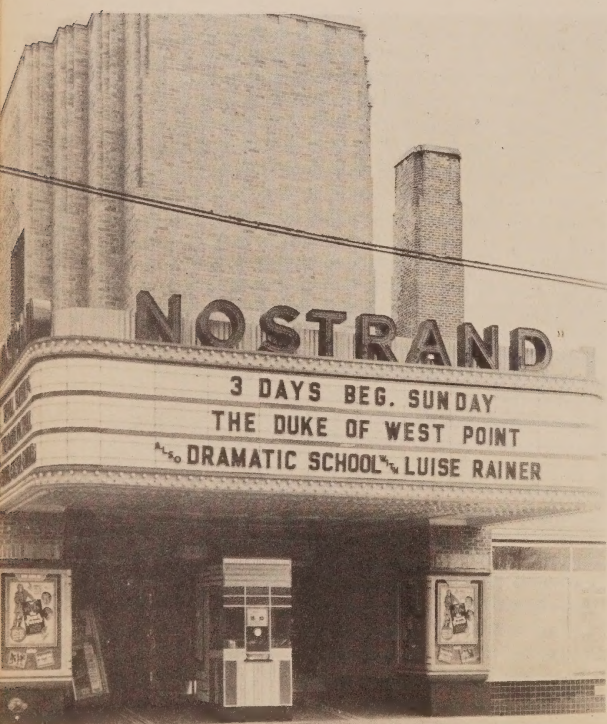
1939 PRESENTATION No. 11

The New
NOSTRAND
Brooklyn, N. Y.

Architect: John Eberson
Owner: Century Circuit, Inc.



THE PROSCENIUM, as seen from the balcony, has been designed to aid the ocular comfort, with lines on the side walls directed toward it. The modern motif has been handled in a dignified manner, thereby disposing of "gingerbread" effects. An interesting note is the flord murals.



THE FRONT, as seen in the daytime, is very imposing and of massive appearance. Sturdily constructed of brick, it is indeed a structure worthy of recognition as one of the year's finest theatres. Compare this with night view, for Architect John Eberson's modern simplicity.

REFERENCE FACTS:

Size of Lot: 117 x 152

Seating Capacity: 995

Acoustical Treatment—Damask over Gimco rock wool.

Air Conditioning—Installed by Bender Engineering Corp.

Carpet—Manufactured by Hardwick and Magee Co.

Chairs—Manufactured by American Seating Co.

Curtain Controls—Vallen. Manufactured by Vallen, Inc.

Decoration—Executed by Rau Studios, Inc.

Display Frames—Manufactured by Wenzler Architectural Woodwork Co.

Draperies and Stage Curtains—Manufactured by Rau Studios, Inc.

Generators—Hertner. Manufactured by Hertner Electric Co.

Lighting Fixtures—Manufactured by Charles J. Weinstein Co., Inc.

Projection Lamps—Peerless Magnarc. Manufactured by J. E. McAuley Manufacturing Co.

Projectors—Super Simplex. Manufactured by International Projector Corp.

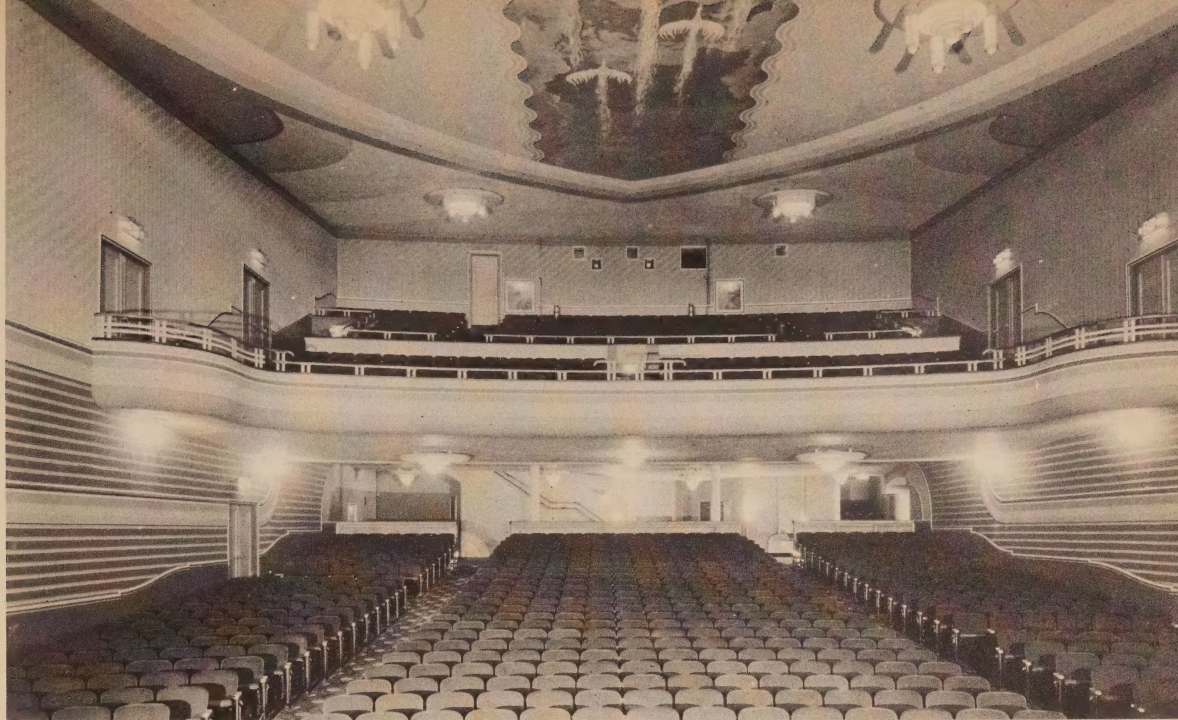
Rubber Mats—Manufactured by Rosenheim and Co.

Screen—Walker. Manufactured by Walker American Corp.

Sign and Marquee—Fabricated and erected by S. & E. Cassin Sign Corp.

Sound—RCA. Manufactured by RCA Manufacturing Co.

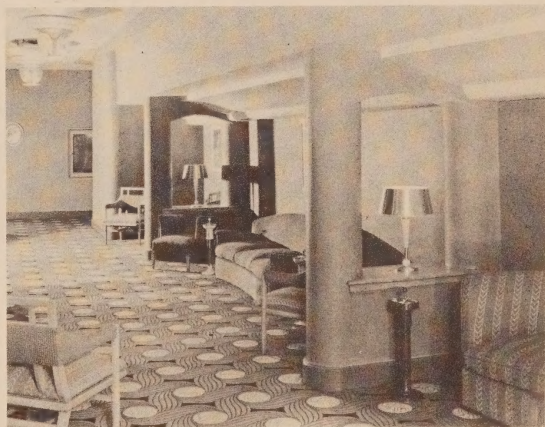
Supply Dealer—National Theatre Supply Co.



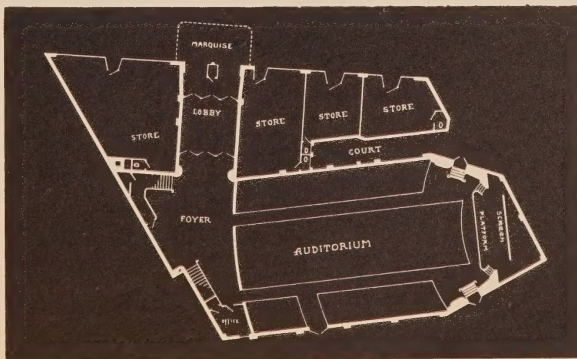
THE AUDITORIUM, looking toward the rear, allows one to obtain a better idea of the capable manner in which the design of the interior has been handled. Damask of two distinct designs has been used on the walls: the lower portion in stripes, the upper portion in figures.



THE LOUNGE, done in a manner which would be appropriate to a big town de luxe first-run theatre, has, for its appointments, furnishings which should satisfy the most fastidious of the theatre's patrons. The floor, heavily carpeted with a covering which is most modern in pattern, neatly sets off the smart furniture that is, at one and the same time, the last word in comfort and up-to-the-minute design. It will be noted that here the lighting fixtures are of different type from those in the auditorium, yet they serve here, as there, as masking for the openings of the air-conditioning ducts, serving utility, charm.



THE LOBBY, makes a most pleasant impression on the patron as he enters the theatre. Gayly decorated, the motif here is again modern. Well lighted display frames are built into a veneer paneled wall. From the top of the frames, fluted columns extend to the ceiling, continue across the ceiling in a rafter effect. Between the display frames, and over a round mirror (which adds further to the impression of depth) is a sprightly mural depicting a fairy queen feeding the royal swans. No carpet was selected to cover this lobby, subject, as in every theatre, to hardest wear, but rather efficient rubber mats.



1939 PRESENTATION No. 12

The New
NEWSREEL
New York, N. Y.

Architect: John Ebersson
Owner: Newsreel Theatres, Inc.

Fast becoming the official headquarters for the motion-picture and radio industries, with "branches" in Hollywood, California, is New York's famed Rockefeller Center, the largest privately owned business and amusement center in the world. Since its start in 1931 (completion date for the 14 buildings, May 1, 1940), the Radio City Music Hall, the largest cinema theatre in the world (seating capacity, 6,200), and the 3,600-seat Center Theatre have been opened to the public. Recently another cinema was opened, the Newsreel Theatre. Although its 450 seats seem few indeed in comparison with the mighty Music Hall, the house of the Newsreel Theatres, Inc., is none the less a credit to theatre conception and construction, as these pictures will show, and both the operating company and Architect John Ebersson may take deserved bows. Like its contemporaries in Boston, New York, Philadelphia, and Washington, the Newsreel Theatre, in the Associated Press Building of the gigantic development, is patterned after the general style, that seems the only logical one for theatres devoted to the screening of the five major newsreels, supported by selected one- and two-reel subjects. Although the Newsreel Theatre runs a program but one hour long, the theatre is smartly designed and equipped to afford the maximum physical comfort, together with the best equipment available for perfect projection and sound, to afford the patron that degree of comfort to which he is accustomed in those theatres presenting feature pictures.



THE FRONT, at night brilliantly illuminated, is typical of those theatres with a newsreel policy. The stainless steel doors and display frames carry still pictures from the cinematographic journals, as well as from short subjects. The doorman, in this instance, is able to devote all his time toward showing the patrons the usual courtesies without being bothered with ticket-taking, turnstile eliminating this aspect of the post.



THE LOBBY, neatly appointed and not in the slightest overcrowded, affords a convenient public telephone, also comfortable up-to-date furniture. Note the house display at the rear left.

REFERENCE FACTS:

Size of Lot: 75 x 79

Seating Capacity: 450

Acoustical Treatment—Rockwool and acoustone plaster. Acoustone manufactured by U. S. Gypsum Co.

Air Conditioning—Equipment manufactured by Carrier Corp., Trane Co., Buffalo Forge Co. Installed by Buensod-Stacy Co.

Carpets—Imperial Aldine with newsreel pattern. Manufactured by Hardwick and Magee Co.

Chair — Bodiform. Manufactured by American Seating Co.

Decoration—Executed by Baptisti Studios.

Draperies and Stage Curtains—Manufactured by Charles Kenney Studios.

Generators—Hertner. Manufactured by Hertner Electric Co.

Lighting Fixtures — Manufactured by Charles J. Weinstein Co., Inc.

Projection Lamps—Peerless Magnarc. Manufactured by J. E. McAuley Mfg. Co.

Projectors—Simplex. Manufactured by International Projector Corp.

Rubber Mats—Puritan. Manufactured by Puritan Rubber Co.

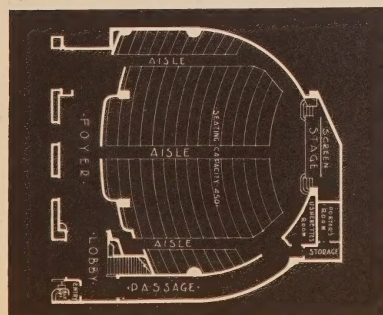
Screen — Walker. Manufactured by Walker American Corp.

Sign and Marquee—Fabricated and erected by David Weiss.

Sign Letters—Adler. Manufactured by Adler Sign Letter Co.

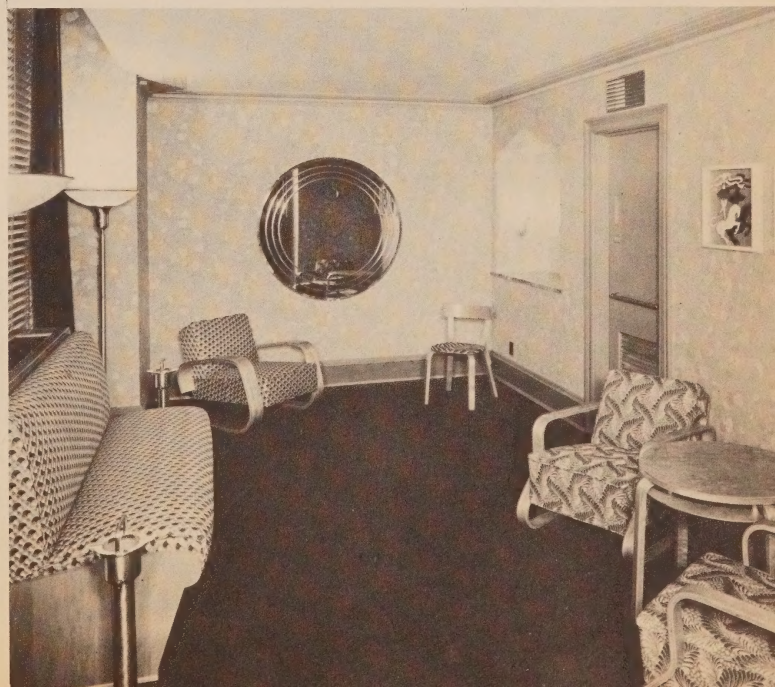
Sound—RCA. Manufactured by RCA Manufacturing Co.

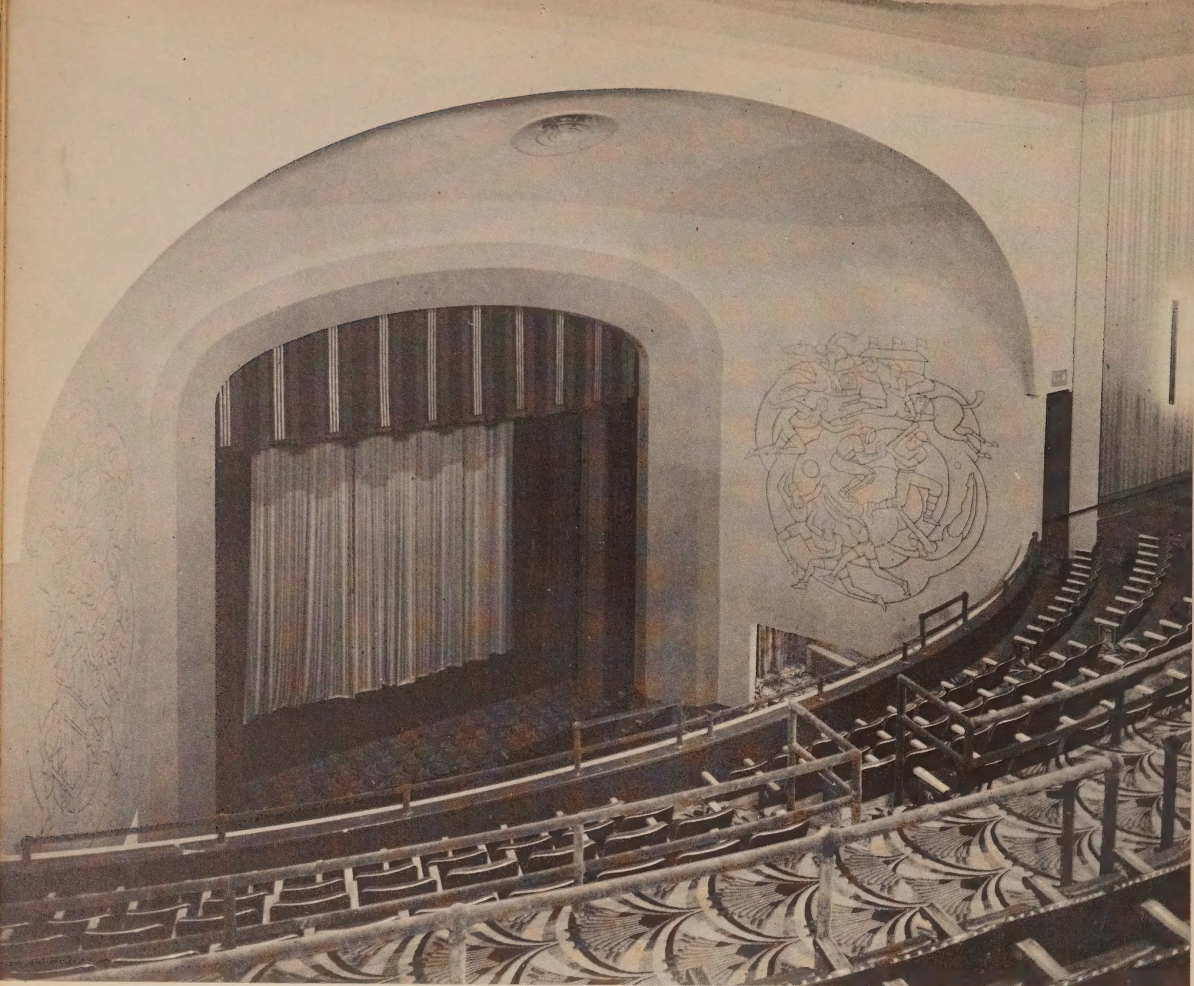
Supply Dealer—National Theatre Supply Co.



THE AUDITORIUM, the walls of which are covered in fabrics, is cheery and a most comfortable place for the viewing of motion pictures. The chairs are American Seating Company's Bodiform, with bottoms upholstered in turquoise leather, the back is cloth of the same color. Fitted with springs, bottoms of unoccupied chairs are automatically raised to a 45-degree angle. Unwinding reels are seen in the especially designed carpet.

THE LOUNGE, the furniture of which was especially designed by the famous Finnish architect, Aalto, is unique in construction. The pieces are upholstered in gay fabrics. Broad ply-wood arms are constructed of several layers of native Finnish birch, giving a resiliency comparable to that of spring-framed, tubular metal chairs. The walls are done to resemble wall paper. The floor is covered with deep-pile broadloom carpeting.

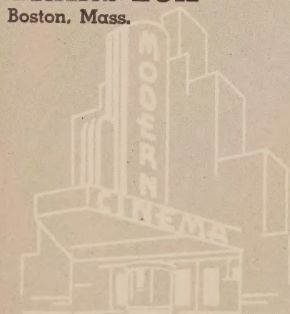




THE PROSCENIUM, of this ultramodern auditorium is deserving of much attention. This view from the balcony shows the principal elements of construction design and the modern manner in which it was treated. Quite noteworthy are the line drawings of sporting events used as mural decorations. Most obvious in this view is the excellence of the balcony seating arrangement, whereby every patron has an unobstructed view of the screen, assuring complete visual comfort. The modern chairs make certain that physical comfort is also enjoyed.

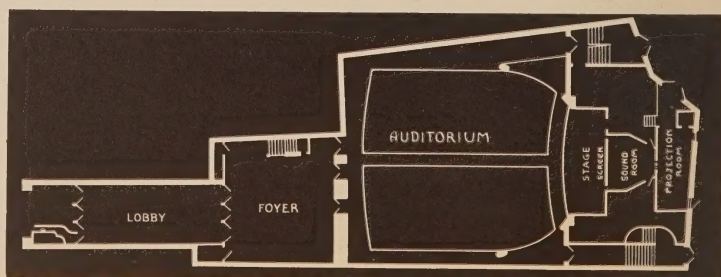
1939 PRESENTATION No. 13

The New
TRANS-LUX
Boston, Mass.



Architect: Thomas W. Lamb
Owner: Trans-Lux Boston Corp.

Unique among theatres of its genre is the new Trans-Lux Theatre, in Boston, Massachusetts, for, unlike its sister houses in New York, Philadelphia, and Washington, the usual Trans-Lux rear projection equipment is not used. In other respects, however, Architect Thomas W. Lamb, of New York, has created for the Trans-Lux Corporation a typical theatre for the specialized presentation of newsreel and short subjects. From the brilliantly lighted front and its turnstile, to the auditorium, smart in its simplicity, the theatre makes a worthy addition to the company's chain and to Boston's famed Washington Street.



REFERENCE FACTS:

Size of Lot: 73 x 189

Seating Capacity: 768

Acoustical Treatment—Acoustical plaster.

Air Conditioning—Carrier. Manufactured by Carrier Corp.

Carpets—Crestwood. Manufactured by Alexander Smith & Sons Co.

Chairs—Manufactured by American Seating Co.

Decorations—Executed by Riseman and Lercari.

Display Frames—Manufactured by American Brass and Bronze Co.

Draperies and Stage Curtains—Manufactured by Joseph Dobish Co.

Furniture—Specially designed. Manufactured by Thonet Brothers.

Lighting Fixtures—Manufactured by Charles J. Weinstein Co., Inc.

Projection Lamps—Ashcraft. Manufactured by C. S. Ashcraft Manufacturing Corp.

Projectors—Kaplan. Manufactured by Sam Kaplan Manufacturing Co.

Rubber Mats—Manufactured by Hamilton Rubber Co.

Screen—Walker. Manufactured by Walker American Corp.

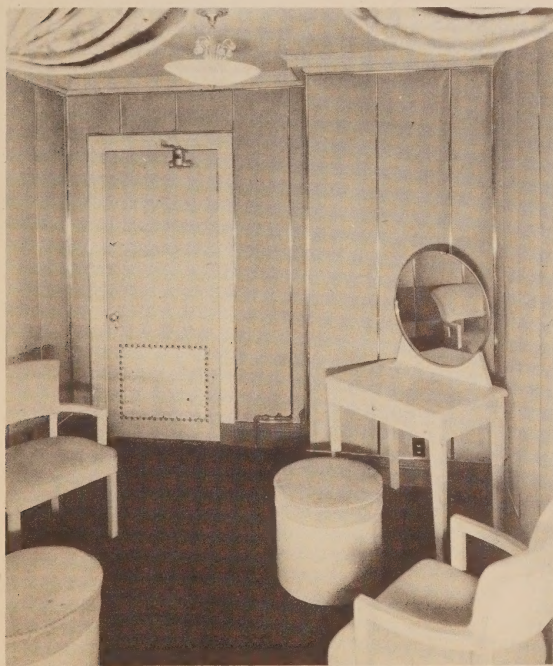
Sign and Marquee—Fabricated and erected by Donnelly Electric and Neon Co.

Sign Letters—Adler. Manufactured by Adler Sign Letter Co.

Sound—Manufactured by Western Electric Co.



THE FOYER is decorated in the manner simple, and it is not overcrowded with furnishings. A carpet of modern design covers the vast expanse of floor space allowed for this portion of the theatre. The furniture, especially designed, is both comfortable and attractive, fitting into the scene excellently and blending with the decorative scheme. The large circular mirror at the foot of the balcony stairs adds further to the beauty of the place, as well as a place of utility when departing lady customers feel the urge to powder up a bit before leaving the theatre.



THE LADIES' LOUNGE has the appearance of having been decorated under the direction of a woman. The painted walls trimmed with chromium, appear as though they were paneled. Upholstered furniture, with ivory trimmings, is the main embellishment to the room, which should well please the ladies and make the use of the room a pleasure. The well-padded ottoman makes a very handy seat.



THE EXTERIOR of the theatre at night is brilliantly illuminated, with the large, upright, neon-tubed name sign placed high up on the building so as to attract attention from a distance. A rectangular marquee allows for plenty of sign-letter space for billing of salient events in the week's news or the announcement of various elements of the program, with or without the titles of the several supporting subjects.

MODERN SUPPLY DEALERS

Number 4 in a Monthly Presentation of the Leading Dealers in the East—CAPITOL THEATRE SUPPLY CO.—28 Piedmont Street, Boston, Mass.

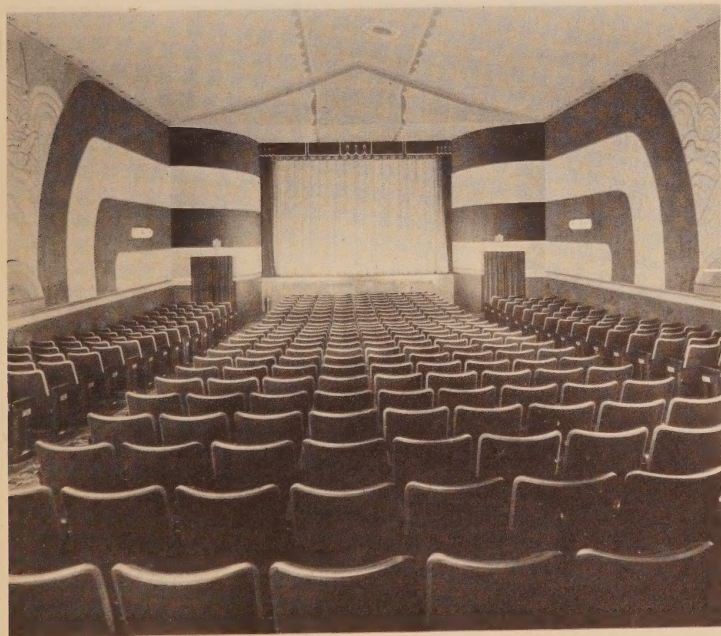


OCCUPYING A PLACE OF DISTINCTION among those catering to the needs of cinema operators of eastern Massachusetts is Boston's Capitol Theatre Supply Company. Ably presided over by Treasurer Kenneth Douglass and Manager Leon Foster (upper left) and their efficient staff (all of which, except the sound engineer and stage crew, who were out on a job, are seen in the upper right picture), the company has achieved an enviable reputation not only for service but for practicing what it preaches. Established in 1929, the quarters have twice been completely renovated, the last time (in 1938) with the complete sound-proofing and air conditioning of the entire establishment. Foster, one of Boston's first projectionists, is well equipped to advise patrons on these matters, to explain new equipment (left center). In the right center picture is seen a glimpse of the mezzanine where many an emergency call has been handled and a service man sent scurrying to the place of the trouble. It is this reliable and efficient service that has saved theatremen of the area thousands of dollars. Lower right is seen the Carbondale air-conditioning equipment installed in the Capitol Theatre Supply Company's quarters. Besides serving the best interests of the company, the apparatus stands as the example on which to demonstrate the answer to exhibitors' queries on air conditioning. Capitol Theatre Supply Company stands ever ready to fill the anticipated, as well as the emergency, requirements of the exhibitor.





AT NIGHT the exterior is modestly brilliant to the point of being pleasant and inviting. A sheer white facade, illuminated by exposed bulbs in the soffit, adds to the striking simplicity of the ensemble. A modern triangular marquee, with the name of the theatre in upright letters atop of it, carries the current attraction in silhouette letters. Other than this, the only exterior adornment is the display frames.

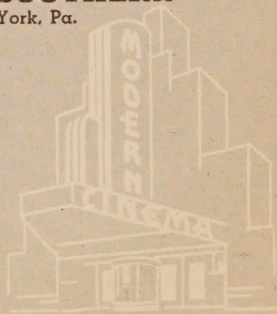


MODERN in its appointments is the auditorium, its gayly painted walls being its chief claim to decorative distinction. The proscenium, toward which the broad "streamlining" direct the attention of the patrons, is of simple design, and curtained with rich drapes fashioned of a plain, subdued pattern. The chairs—and there are 415 of them—are of an up-to-date design, replete with springedge seat and upholstered back. Heavy velour curtains drape the exits, permitting easy egress, yet withholding light.

Out of the two-story-and-a-half brick structure that started life (1885) as the Knights of Saint Paul Hall, in York, Pennsylvania, recently came the Southern Theatre, a delightful 415-seat house that becomes a worthy addition to the amusement spots of this city. In carrying out his own ideas of what an up-to-date theatre should be like, Owner Charles M. McDonald has proved the soundness of his judgment.

1939 PRESENTATION No. 14

The Renovated
SOUTHERN
York, Pa.



Owner: Charles M. McDonald

1939 PRESENTATION No. 15

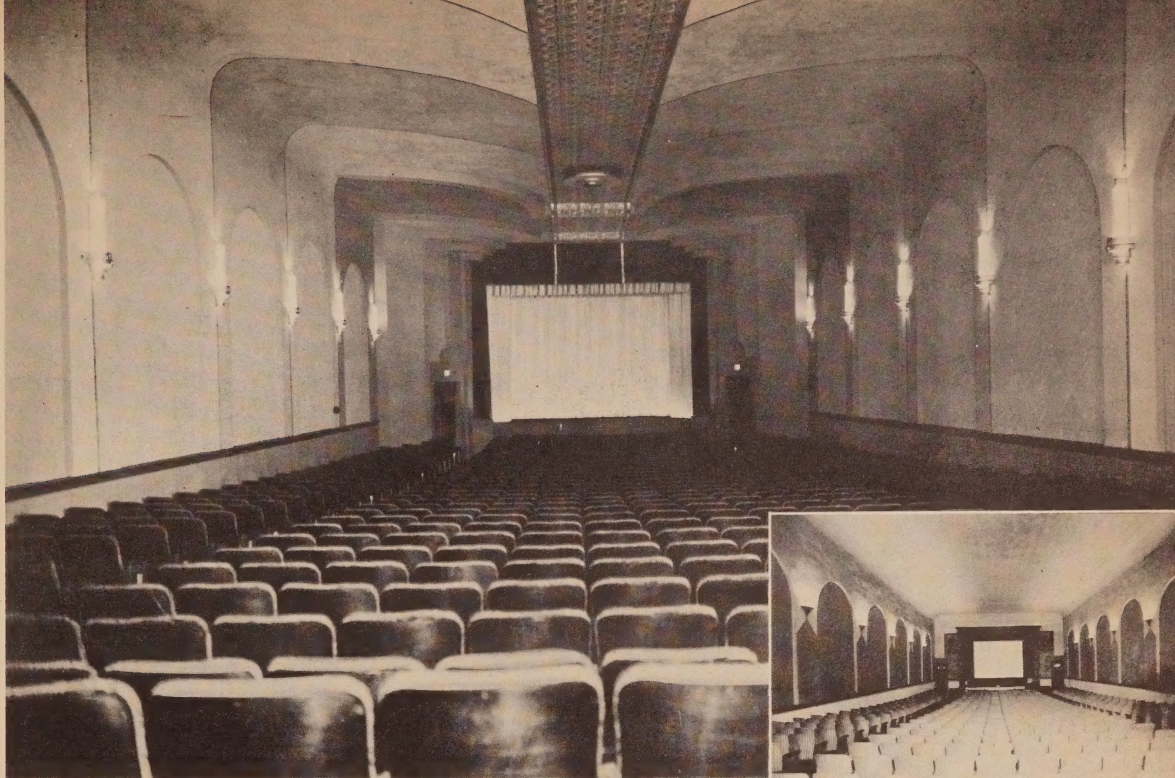
The Renovated
ASHTON
Arlington, Va.

Owner: Neighborhood Theatres, Inc.
Architect: A. O. Budina

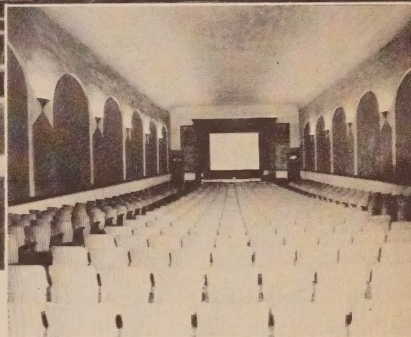
Across the Potomac from the Nation's Capital and nestled in the overgrown hillocks of northern Virginia lies Arlington, known as Clarendon. For many years Arlingtonians journeyed the few miles to Washington for their cinema entertainment when the local Ashton afforded not the sort of fare to their current liking. With the erection of theatres in Church and East Falls Church and the Wilson a mile or two closer to Washington, the greatly increased population became more movie-minded. Shortly after Neighborhood Theatres, Inc., of Richmond, acquired the property, the decision was made to bring the theatre up to date, more in keeping with its sisters under the supervision of District Manager Raymond Wade Pearson. Architect A. O. Budina went to work, and what he accomplished for the 650-seat theatre is apparent from the "before" and "after" pictures on these two facing pages.



THE EXTERIOR, with the new front and marquee, is seen here, with the insert showing a similar view before the alterations were started. The marquee, that formerly extended only across the width of one store, was extended to include two, as was the theatre front itself.



THE AUDITORIUM has been redecorated in lighter shades to give a more pleasant effect. In the decoration, the ceiling was treated so that, by contrast with the former scheme (see insert), it appears much lower.



REFERENCE FACTS:

Size of Lot: 40 x 125

Seating Capacity: 650

Cost of Renovation: \$21,000

Acoustical Treatment—Acousti-Celotex. Manufactured by The Celotex Corp.

Air Conditioning—Refrigeration. Manufactured by Westinghouse Electric Co.

Carpets—Varied shades of rust. Manufactured by Alexander Smith & Sons Co.

Chairs—Leather spring edge seat, mohair spring back. Manufactured by American Seating Co.

Construction Material—Vitrolite structural glass. Manufactured by Libbey-Owens-Ford Glass Co.

Curtain Controls—Vallen. Manufactured by Vallen, Inc.

Decoration—Walls done in artificial leather, wall paper and paint.

Display Frames—Manufactured by Sitterding, Carneal and Davis.

Draperies and Stage Curtains—Manufactured by Novelty Scenic Studios, Inc.

Generators—Hertner. Manufactured by Hertner Electric Co.

Lighting Fixtures—Manufactured by Roman Art Fixture Co. and Ruby Mfg. Co.

Projection Lamps—Peerless Magnarc. Manufactured by J. E. McAuley Mfg. Co.

Projectors—Simplex. Manufactured by International Projector Co.

Rubber Mats—Perforated and Corrugated. Manufactured by Hamilton Rubber Co.

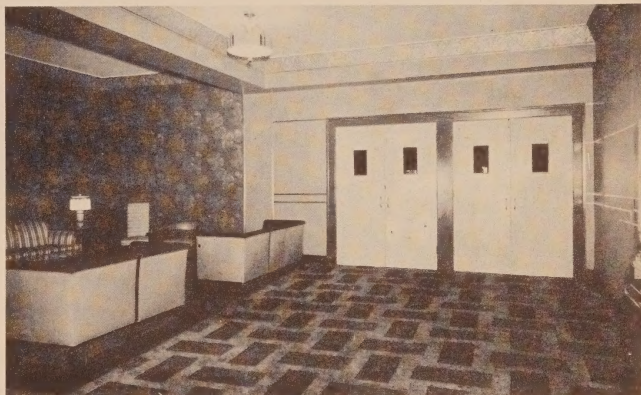
Screen—Walker. Manufactured by Walker American Corp.

Sign and Marquee—Fabricated and Erected by Phillips Neon Sign Co.

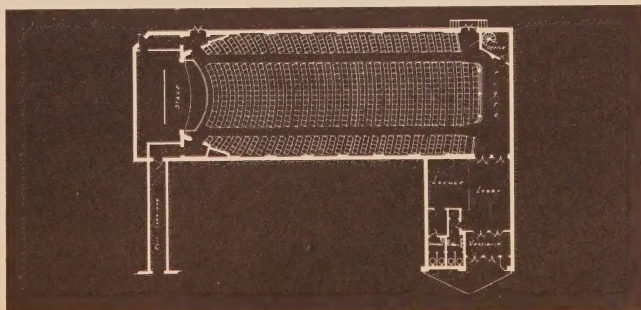
Sign Letters—Adler. Manufactured by Adler Sign Letter Co.

Sound—Simplex 4 Star. Manufactured by International Projector Corp.

Supply Dealer—National Theatre Supply Co.



THE LOUNGE, that formerly was just a passageway to the auditorium, was enlarged to the generous proportions shown here.



The Renovated
STONEHURST
Stonehurst Hills, Pa.



Owner: Frank Blum
Architect: Thalheimer and Weitz



THIS VIEW depicts the exterior as it appeared before the renovation. The many ornamentations which adorned the structure had to be removed before the modern showplace (compare below) could even be started, for time had outmoded this type architecture.



THE EXTERIOR of the Stonehurst Theatre, as it now appears, presents a facade which would befit the finest theatre in the country. Structural glass, in ivory and black, with a trimming of blue and orange on the upper portion, has been placed over the terra cotta of the original building. Glass blocks over the display frames at the theatre entrance are a most modern adornment. The all-glass ticket booth, with glass block adding decoration to the base of the front portion, is quite noteworthy. Also of merit is the use of a vertical and horizontal band of glass block, three units wide, to break what might be a monotonous expanse above the marquee.

REFERENCE FACTS:

Seating Capacity: 1200

Cost of Renovation: \$60,000
(Including equipment)

Acoustical Treatment—Acoustical plaster and rockwool. Manufactured by U. S. Gypsum Co. and Johns Manville Corp.

Air Conditioning—Refrigeration. Installed by Pierce Phelps. Manufactured by Chrysler Corp.

Candy Machines—Installed by Berlo Vending Co.

Carpets—National Crestwood. Manufactured by Alexander Smith & Sons Co.

Chairs—American Bodiform. Manufactured by American Seating Co.

Curtain Controls—Vallen. Manufactured by Vallen, Inc.

Decoration—Executed by Harry Brodsky Decorating Co.

Display Frames—Manufactured by Loeben Ornamental Iron Works.

Draperies and Stage Curtains—Manufactured by N. Kimmelman.

Furniture—Manufactured by The Howell Co.

Lighting Fixtures—Voigt. Manufactured by Voigt Co.

Projection Lamps—Peerless Magnarc. Manufactured by J. E. McAuley Mfg. Co.

Projectors—Simplex E-7. Manufactured by International Projector Corp.

Rubber Mats—Manufactured by O. W. Jackson Co.

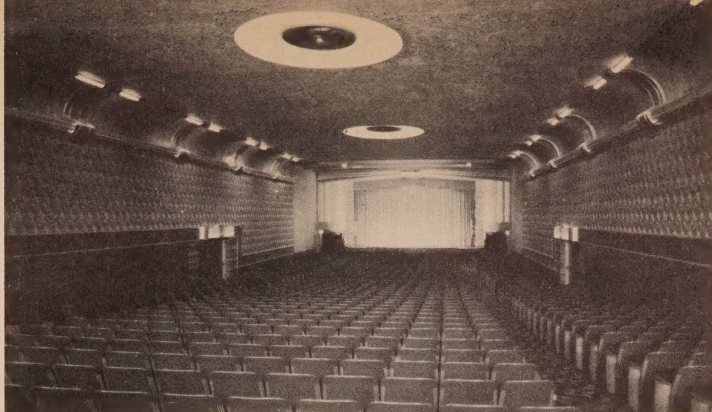
Screen—Walker. Manufactured by Walker American Corp.

Sign and Marquee—Fabricated and Erected by Philadelphia Sign Co.

Sign Letters—Wagner. Manufactured by Wagner Sign Service, Inc.

Sound—Simplex 4 Star. Manufactured by International Projector Corp.

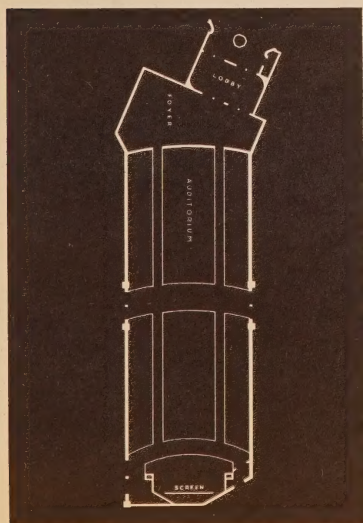
Supply Dealer—National Theatre Supply Co.



THE AUDITORIUM is now, after its complete renovation, a showplace typical of the modern theatre. The former seating capacity of 1300 was reduced to 1200 to allow more space for leg room between rows. Gaily patterned damask in many colors covers the walls for acoustical as well as decorative prominence, and is set off at the base by a plaster wainscot of a solid color. The ceiling is unbroken save for lighting fixtures.



LOOKING TOWARD THE REAR, it can be readily seen that nothing was spared to make this house one of the outstanding in the community in which it stands. Note how the upper reaches of the walls are curved to eliminate some of the apparent height of ceiling. The lighting fixtures in the ceiling also house some of the outlets of the air-conditioning duct system. The chairs, of latest design, were installed during the time of renovation.

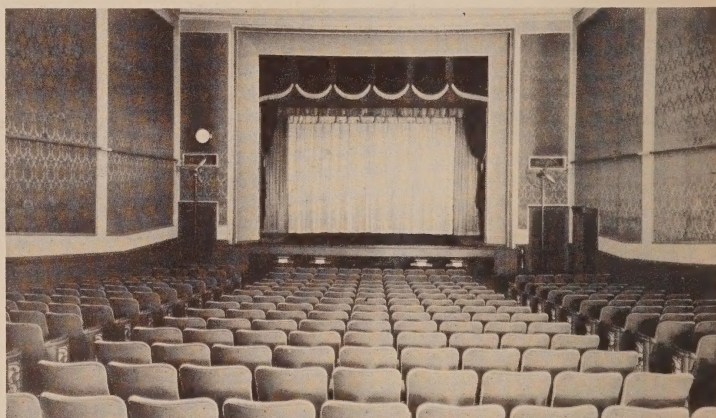


THE FOYER is not a room in itself, but merely a part of the standee space. Installed here is the water fountain, flanked by two massive columns of glass block into which have been built the candy vending machines. The supporting pillar in the background has been covered with veneer paneling with upright lighting troughs inserted on two sides. The all-leather, circular seat around the base is quite appealing to those who care to rest a while.



THE PORTION of the theatre to receive the bulk of the renovation was seemingly the exterior. To the left of the present entrance can be seen an arch in the center of which is a doorway. This was the location of the original main entrance before the construction of the addition of which the present entrance is a part. The visor-like marquee carries no advertising, and serves mainly as a protecting shelter.

Like most New England communities, the town of Wakefield, Massachusetts, refuses to stagnate in any phase of its civic life. So, too, Charles W. Hodgdon, operator of the popular Wakefield and the class Princess Theatres, lets no phase of management go by without applying it to his own interests. To modernize the Princess, at the same time retaining that atmosphere Wakefieldians have enjoyed for more than 25 years, Boston's Mowll and Rand conceived this unusual circular addition, to house the box office, thereby releasing room in the theatre for lounge space.



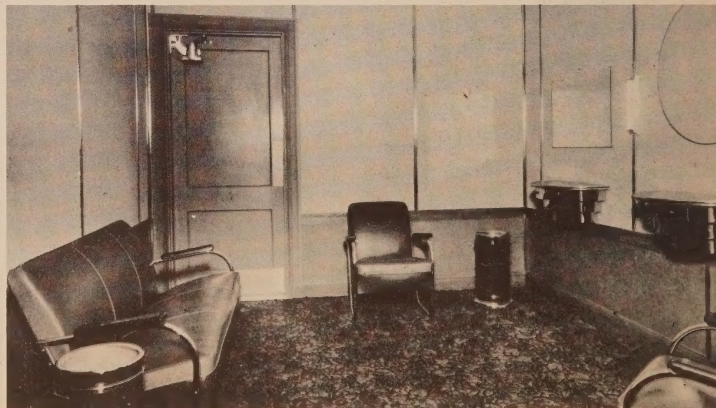
COMFORTABLE SEATING now makes this auditorium a pleasant place to view Hollywood's cinema offerings. New wall coverings, paint, and stage curtains, with the new chairs, completed the renovation to this class theatre in a town of 16,000 but 10 miles from Boston.

1939 PRESENTATION No. 17

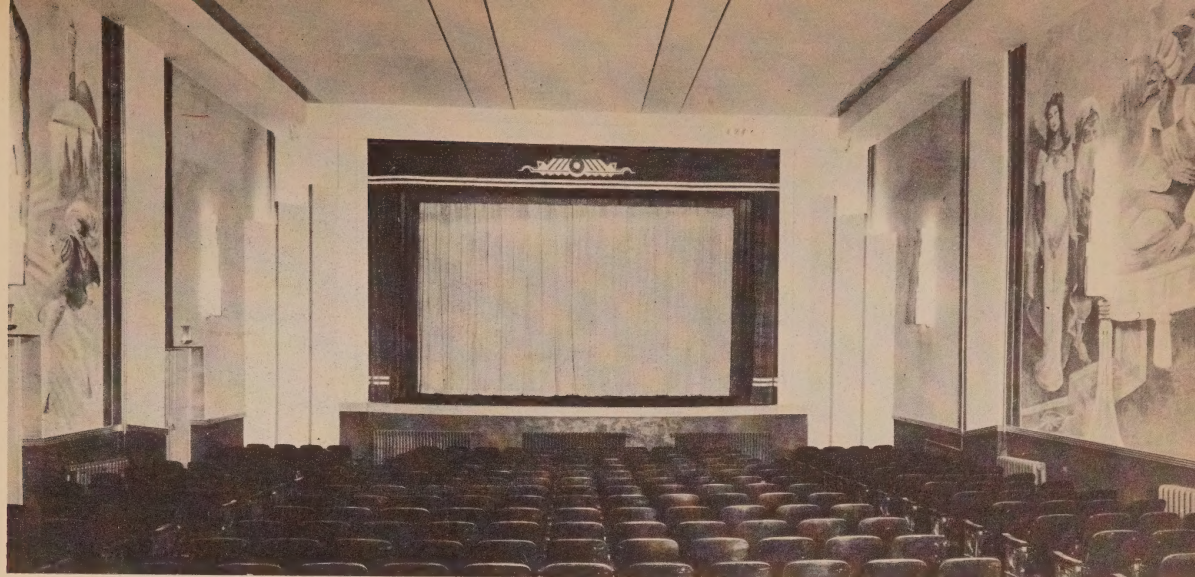
The Renovated
PRINCESS
Wakefield, Mass.



Owner: Princess Amusement Co., Inc.
Architect: Mowll and Rand



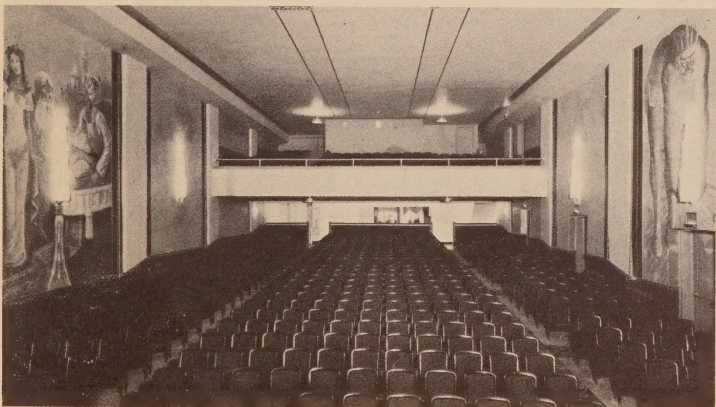
NICELY APPOINTED, and modern in every respect, is this ladies' retiring room. Modern, leather-upholstered chrome furniture, vanity tables and mirrors are its chief appointments, but in these are the primary requisites to serve the needs and comfort of the women patrons.



IN THIS VIEW, we see a pleasantly decorated theatre auditorium, one which was photographed less than two months after the entire establishment had been swept by fire. The decoration included screening off the two "dead" corners on either side of the proscenium with paneling. Indirect lighting here further enhances the decorative plan. Note the blending of lighting fixtures into the design of the murals.



THESE TWO VIEWS are actual photographs taken after fire wreaked its vengeance. Note the rubbish strewn on the floor and the damaged roof. The Editors point out here a shining example of what can be done in a short space of time with an almost total loss from fire.



ANOTHER VIEW of the auditorium, this shows better the murals and the novel manner in which the lighting fixtures were worked into their design. The genie of Aladdin's lamp could hardly have done a more attractive job than did the modern workers of magic.

In all the remodeled theatres that it has been the pleasure of the editors of **BETTER MANAGEMENT** to present to its readers, the modernization, however complete, has been to improve existing properties. But here we see what can be done after a fire brings the exhibitor face to face with the proposition of rebuilding or ceasing to be a theatre operator. What course Samuel Tannenbaum took, following the destruction of the interior of his New Palace, at Atlantic City, New Jersey, is eloquently told in the pictures on this page.

1939 PRESENTATION No. 18

The Renovated
PALACE
Atlantic City, N. J.



Owner: Samuel Tannenbaum

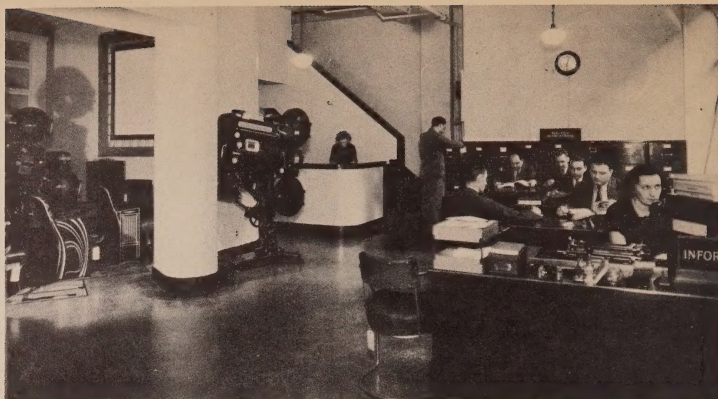
MODERN SUPPLY DEALERS

Number 5 in a Monthly Presentation
of the leading Dealers in the East
NATIONAL THEATRE SUPPLY COMPANY
40 Piedmont Street, Boston Mass.

It is, perhaps, the curse of this age of mechanical contrivances, that new developments are continuously being made and that equipment is forever needing repairs however much care is taken of it. It is no fault of the equipment, rather the inexorable law of nature. While constant servicing of equipment will materially aid in reducing to a negligible point the times when a theatre must go dark on account of a breakdown, there are other times when it is essential to obtain a standard piece of equipment in a great hurry. Of the several supply dealers who have given yeoman service to the exhibitor, the National Theatre Supply Company, through its many branches, stands as one of the most important.



H. J. MCKINNEY, branch manager, a veteran in the theatre supply business, presides over the destinies of the Boston office of the National Theatre Supply Co.



THE GENERAL OFFICE is shown here in all its department-store smartness that permits the maximum facility in handling the orders of the territory's exhibitors. The National Theatre Supply Company is ever ready to serve, as is evidenced by the clock that reveals the time of day to be 6:07 p.m.—with the entire staff still at work, that no theatre be dark.



THE SHOWROOM of the National Theatre Supply Company's Boston office shows examples of the organization's important lines of merchandise. Prominently seen are the Simplex projector, the Hertner Transverter, Simplex sound system, Walker soundscreen, National carbons, Irwin chairs, Crestwood carpets, Timco registers, National vacuum cleaners, and such miscellaneous supplies as tickets, directional signs, fire extinguishers, etc.



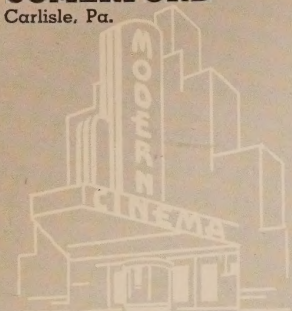
THE STAFF, or part of it, of the Boston branch of the National Theatre Supply Company lines up in front of the company's office at 40 Piedmont Street. Literally, as well as figuratively, back of these people is The Hub's division of a nation-wide organization stocked and manned to meet the slightest casual desire of the exhibitor, or to satisfy his most urgent demand. Trained to serve as well as to sell, NTS's representatives are welcome visitors to their clients' theatres for their advice has saved much money for the exhibitor.

1939 PRESENTATION No. 19

The New

COMERFORD

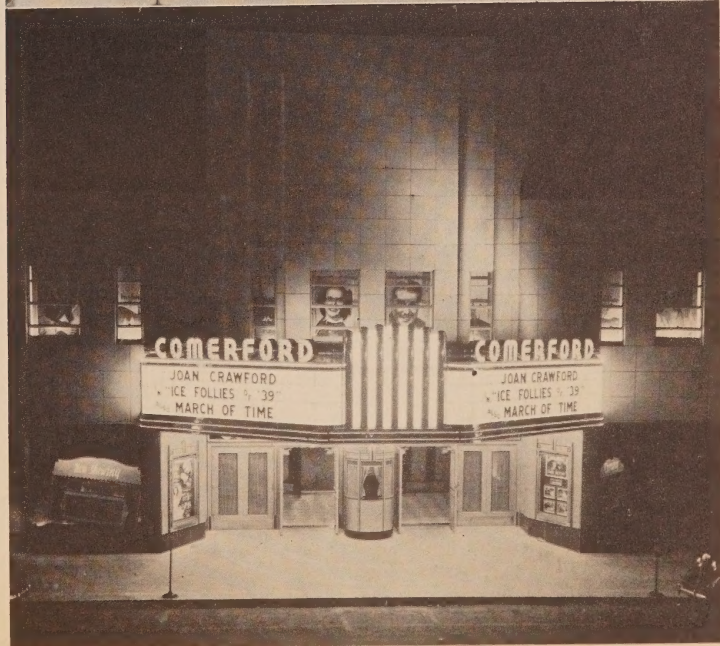
Carlisle, Pa.



Architect: Michael J. DeAngelis

Owner: Comerford Amusement Co.

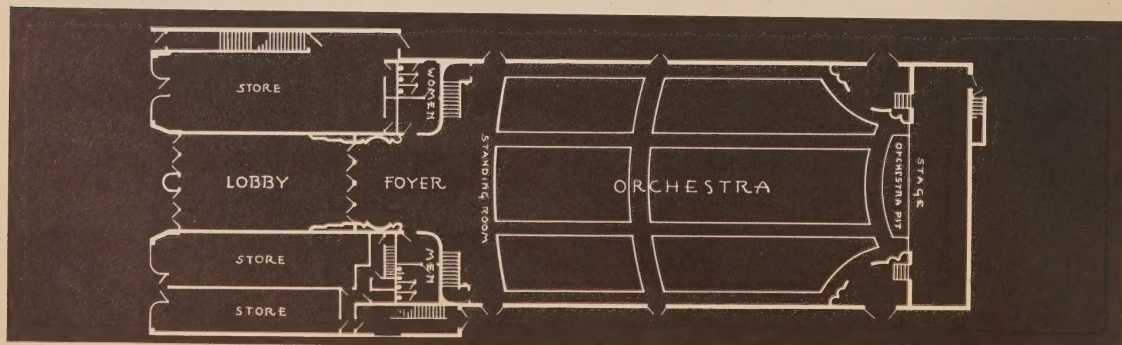
Recently, in Carlisle, Pennsylvania, a small town in the Cumberland Valley boasting a population of about 13,000, Comerford Amusement Company opened to the public the latest addition to their already large theatre chain. Long anxious to give Carlisle a new and modern theatre, three of the most desirable and expensive properties in the business section of the town were purchased as the site for the erection of this de luxe theatre.



TWO VIEWS of the front, day and night, are shown here. The entire facade is of soft-tinted terra cotta tile in three shades, ox-blood base, peach to the second floor, and cream to the top. Artistic ornaments have been etched in the tile on the upper portion of the facade. The massive marquee, with the theatre name in letters almost two feet high, is of a design which commands attention from many points. Note how the management has placed enlargements of "star stills" in the second floor windows.



THE AUDITORIUM which seats 1,400 (1,100 on the ground floor, 300 in the balcony) is well worth attention. Gold, silver and blue are the predominate colors in this brilliantly decorated room. Fluted walls give the effect of tall graceful pillars. Tubular glass wall lighting fixtures lend a decorative touch.



REFERENCE FACTS:

Size of Lot: 90 x 230

Seating Capacity: 1400

Acoustical Treatment—Sabinite plaster and damask. Sabinite manufactured by U. S. Gypsum Co.

Air Conditioning—Refrigeration system. Manufactured by Carrier Corp.

Carpets—National Mastland Wilton. Manufactured by Alexander Smith & Sons Co.

Chairs—Kroehler Push Back Seat Chairs. Manufactured by Kroehler Mfg. Co. Irwin chairs. Manufactured by Irwin Seating Co.

Construction Material—Terra Cotta. Manufactured by Federal Seaboard Terra Cotta Co.

Curtain Controls—Vallen. Manufactured by—Vallen, Inc.

Decorator—N. Plotsky.

Display Frames—Manufactured by Libman-Spanjer Corp.

Furniture—Manufactured by Kroehler Mfg. Co.

Generators—Hertner. Manufactured by Hertner Electric Co.

Lighting Fixtures—Voigt. Manufactured by Voigt Co.

Projection Lamps—Peerless Magnarc. Manufactured by J. E. McAuley Mfg. Co.

Projectors—Simplex E-7. Super Simplex bases. Manufactured by International Projector Corp.

Screen—Walker. Manufactured by Walker American Corp.

Sign and Marquee—Fabricated and Erected by Superior Sign System, Inc.

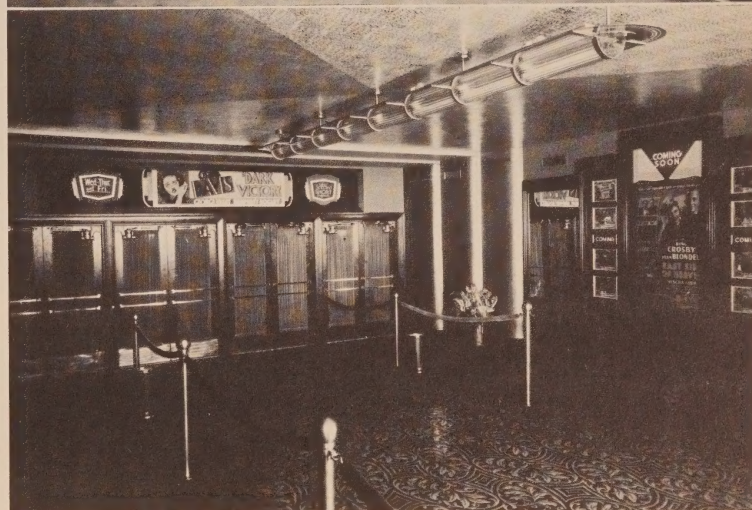
Sign Letters—Adler. Manufactured by Adler Sign Letter Co.

Sound—Simplex 4 Star. Manufactured by International Projector Corp.

Ticket Register—General. Manufactured by General Register Co.

Supply Dealer—National Theatre Supply Co.

THESE several views show the outside and inner lobbies and the foyer. The outside lobby has been done in gold with a blue trim, and a floor covering of inlaid rubber with a diamond design in two shades of light brown. The inner lobby done in blue and silver to harmonize with the auditorium has an intricate stenciled design on the ceiling in silver over a dark blue background. The foyer has gayly patterned walls in silver and gold and is decidedly a cheery setting.



1939 PRESENTATION No. 20

The New

ALDEN

Philadelphia, Pa.

Architect: Armand Carroll
Owner: Charles Goldfine

After many years of operating a small but well paying theatre, Charles Goldfine, a young, progressive exhibitor, saw the need of a new and up-to-date cinema in his community. Architect Armand Carroll was commissioned to draw the plans. Being bounded on one side by a class neighborhood and on the other by people of poorer means, Goldfine was intent on building a structure that would appeal to both elements. The photos on these pages will show how he has achieved his goal.



THE EXTERIOR as it appears to passers-by at a twilight hour. Novel is the marquee which covers more than half of the extremely wide facade. Curved at one end, yet square at the other, it is probably the most unusual marquee designed in some time. The facade has been completely done in brick. The lower portion a deep blue to contrast with the orange and lighter blue of the upper portion.



THE THEATRE, not boasting of a general lounge, utilizes part of the standee space as such. In either corner, at the rear, have been placed settees which follow the contour of the wall for shape and are flush against it.

REFERENCE FACTS:

Size of Lot: 80 x 145

Seating Capacity 750

Cost equipped including ground: \$110,000

Acoustical Treatment—Acoustone plaster. Manufactured by U. S. Gypsum Co.

Air Conditioning—Refrigeration system. Manufactured by York Ice Machine Co. Installed by American Heating and Ventilating Co.

Carpets—National Crestwood. Manufactured by Alexander Smith & Sons Co.

Chairs—Spring edge seat, full upholstered back. Manufactured by Irwin Seating Co.

Construction Material—Brick, steel and concrete.

Curtain Controls—Vallen. Manufactured by Vallen, Inc.

Decorations—Executed by Armando T. Ricci.

Draperies and Stage Curtains—Manufactured by National Drapery Studios, Inc.

Generators—Hertner. Manufactured by Hertner Electric Co.

Lighting Fixtures—Voigt. Manufactured by Voigt Co.

Projection Lamps—Peerless Magnarc. Manufactured by J. E. McAuley Mfg. Co.

Projectors—Simplex E-7. Manufactured by International Projector Corp.

Rubber Mats—Manufactured by O. W. Jackson Co.

Screen—Walker. Manufactured by Walker American Corp.

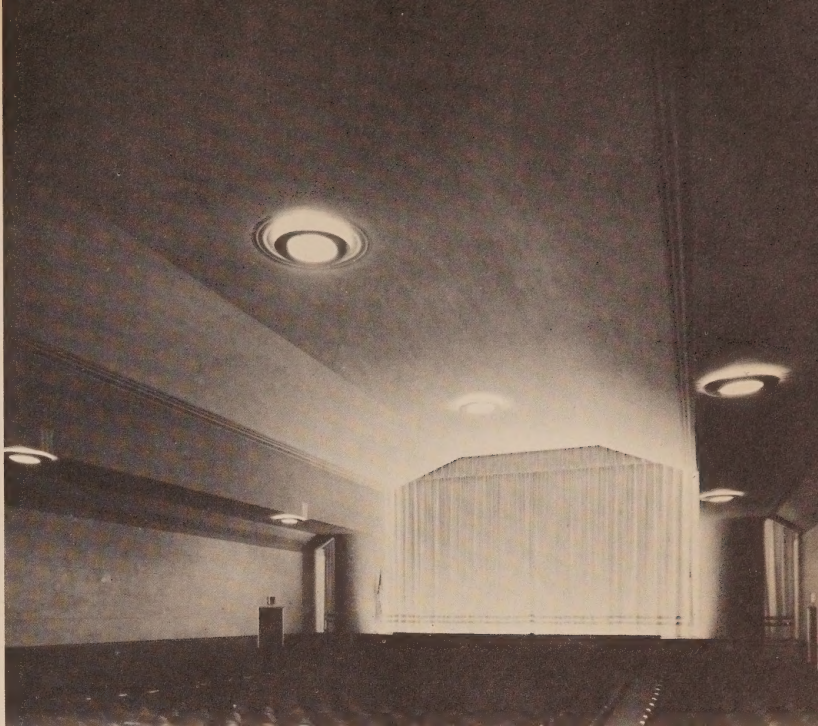
Sign and Marquee—Fabricated and erected by Apex Sign Co.

Sign Letters—Adler. Manufactured by Adler Sign Letter Co.

Sound—Simplex 4 Star. Manufactured by International Projector Corp.

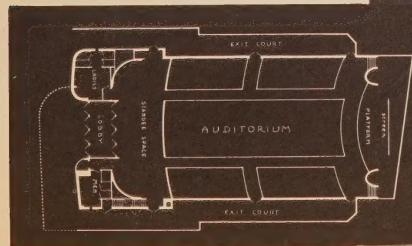
Ticket Register—Timco. Manufactured by Ticket Issuing Machine Co.

Supply Dealer—National Theatre Supply Co.



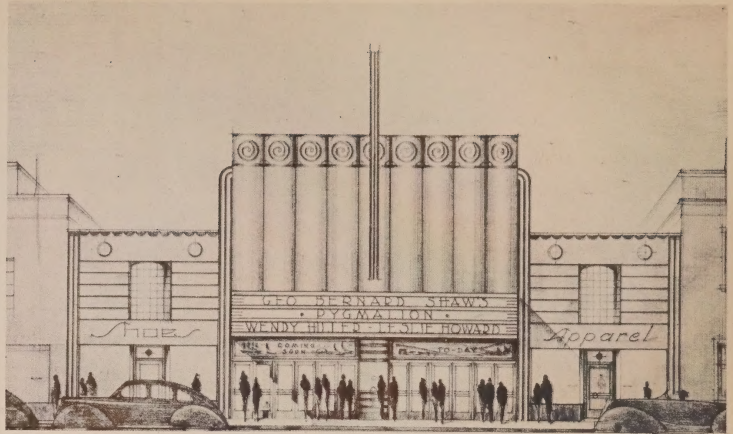
THE AUDITORIUM is without the garnishing touches of artistic decoration. Straight lines alone are the theme here with old rose being the dominant color. Acoustone tile has been used for the wall treatment and, of course, acoustical perfection. Flanking the proscenium are two massive pillars which have been decorated in a motion picture theme. The artist carried out this theme with the camera and unreeling film.

ANOTHER interesting view of the auditorium is this one looking toward the rear. The simple detail of the ceiling is quite prominent as are the evenly spotted lighting fixtures. The air-conditioning grills on the back wall fit in perfectly with the straight-line design of the house. The opening below to the right of the grills is the manager's observation window.



RECENTLY DESIGNED THEATRES

A good idea of the general trend in theatre construction activity in the Metropolitan East may be obtained from an inspection of the architects' sketches on these two pages. Work has already been started on most of the theatres shown.



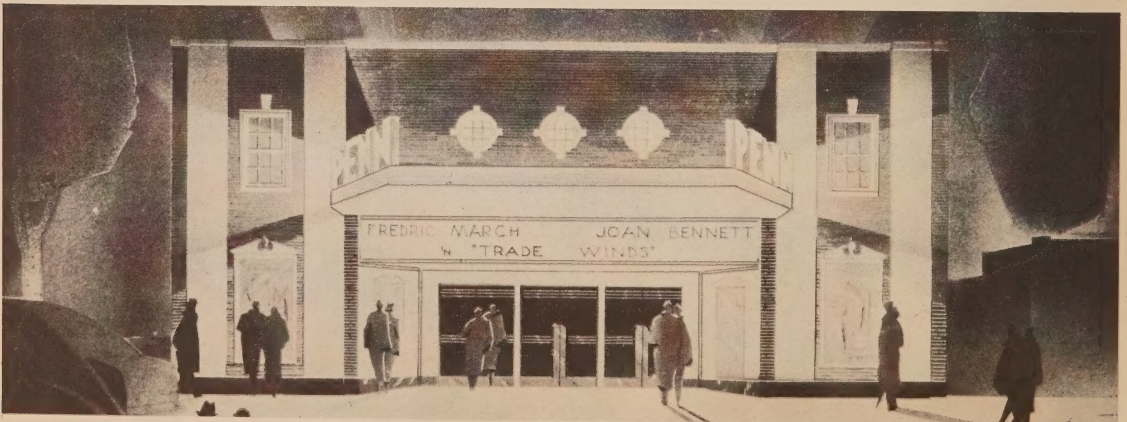
DESIGNED by Architect David Shapiro, this theatre will be constructed in Fall River, Massachusetts. Theatre has yet to be given a name and the owners names still remain unrevealed. The building will be 155 x 75 feet, and will consist of balcony and auditorium. Estimated cost is \$200,000.



THE NEPTUNE THEATRE was designed by Armand Carroll of Philadelphia. Planned for Harry Colmer, the theatre will be erected on the boardwalk at Beach Haven, New Jersey and will seat 900.



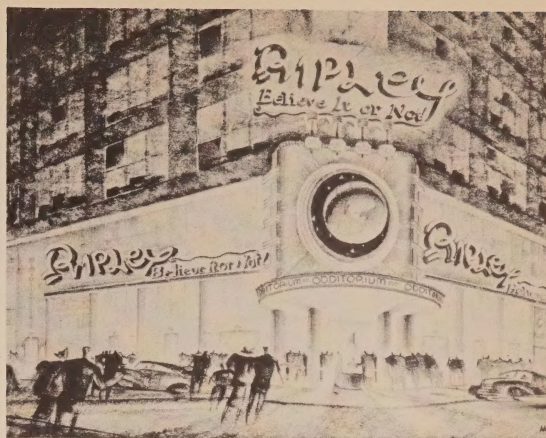
THE VERNON THEATRE being constructed for the Vernon Corporation at Vernon Road and Sprague Street Philadelphia. Designed by Thalheimer and Weitz, theatre will seat 1200.



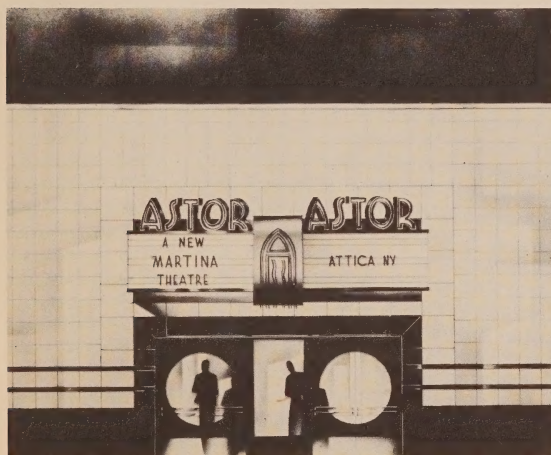
FOR CONSTRUCTION in New Cumberland, Pennsylvania, this new theatre was designed for Frank Freistok by Architect William H. Lee. Theatre will be air-conditioned and will seat 500. Architectural design is colonial, and quite fitting for the town of 4,283 inhabitants.



COLONIAL IN DESIGN, this new theatre was designed for the Weiss Amusement Company by Architect William I. Hohauser. Now under construction in Stamford, Connecticut, theatre will be completely air-conditioned, furnished with the finest equipment.



AN ODDITY in the theatrical field will be this new theatre designed by Architect Michael J. De Angelis to house the oddities of Robert Ripley. Ground floor will have 40 living oddities, the second floor a 450-seat theatre. 48th Street and Broadway, New York City is the site.



RECENTLY DESIGNED by George H. Ketcham, Syracuse, New York, architect, for the Martina Circuit this modern small theatre is now under construction in Attica, New York. Theatre will seat 468 patrons.



AN ADDITION to the Hunt Circuit will be this new theatre designed by Thalheimer and Weitz, architects, and being erected in Wildwood, New Jersey, a popular summer seaside resort. Theatre will seat 1,400.



THE NEW TYSON THEATRE was designed by Architect David Supowitz for Leo Posel, Philadelphia exhibitor. Now under construction the theatre will seat approximately 800, and will be air-conditioned.

MODERN SUPPLY DEALERS

Number 6 of a Monthly Presentation
of the leading Dealers in the East
JOE HORNSTEIN, INC.
630 Ninth Avenue, New York City



OCCUPYING two large stores on the ground floor of New York City's Film Center Building, this independent supply dealer is perfectly situated in the heart of New York's "film row." In addition to this store, which houses the company's business office and display rooms, they maintain a work-shop (10,000 feet of floor space) in the factory district for the manufacture of drapes, murals and the repair and construction of other equipment.

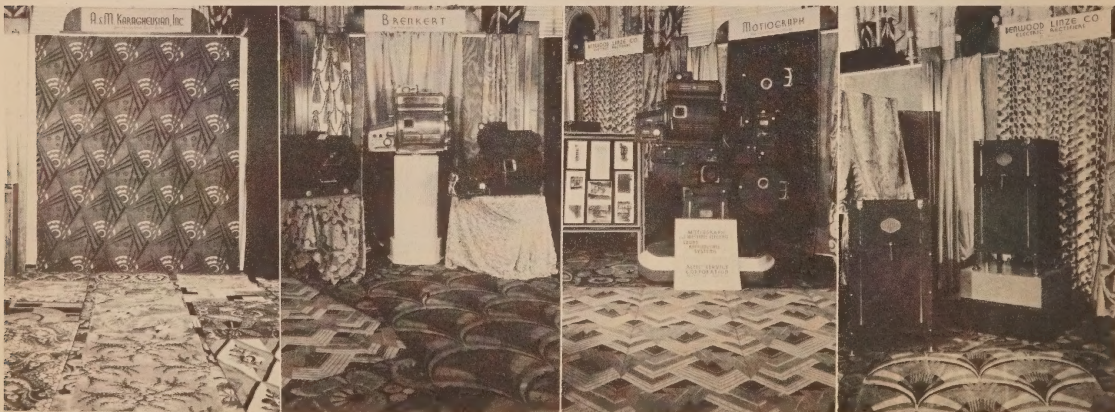


JOE HORNSTEIN, president of Joe Hornstein, Inc., one of the outstanding independent theatre equipment men in the field. Mr. Hornstein founded the company which now bears his name in 1904.



NEATLY arranged is the showroom and offices. In the foreground can be seen the spacious counter, and to the left the display of Ideal Seating Company chairs. Beyond the counter is the office of Mr. Hornstein where exhibitors may discuss in private their equipment problems. In the background the sales and office force are quartered. One of the oldest equipment dealers in the country these fine quarters reflect the company's prestige.

The Modern Equipment Dealer is Advertising Conscious



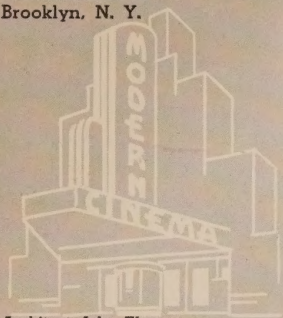
A PART of the organization's display at the recent Allied Theatre Owner's Convention and Exposition in the Hotel Astor, New York City. The largest exhibit at the Exposition, it is a fine example of Joe Hornstein progressiveness. A firm believer in advertising, Mr. Hornstein is ever placing his company and the manufacturers he represents before the exhibitor. As a result many orders are drawn from outside the New York city film territory.

1939 PRESENTATION No. 21

The New

COLLEGE

Brooklyn, N. Y.



Architect: John Eberson

Owner: Century Circuit, Inc.



THE EXTERIOR AT NIGHT is brilliantly illuminated by the modern signwork and marquee. White stone with a black stone base is the facade covering. Beneath the soffut, which is an intricate pattern of exposed incandescent lamps, is a gayly decorated boxoffice. Rectangular in shape, it is a unit in itself set apart from the rest of the building.



THE PROSCENIUM is at the apex of this triangular shaped auditorium. So as to have the side walls flow more gracefully into it the architect designed the walls in a series of steps, which give a columnar effect. Over the exit doors which flank the proscenium are large murals depicting a submarine theme. Indirect trough lighting illuminates them to good advantage.



THE DOORWAY to the exit court above which can be seen, at closer range, the artistic submarine mural in a myriad of colors.

REFERENCE FACTS:

Size of Lot: 24 x 119 x 148

Seating Capacity: 592

Acoustical Treatment—Damask over rock wool. Rock wool manufactured by George R. Hall & Co.

Air Conditioning—Refrigeration system. Installed by Bender Engineering Corporation.

Carpets—Imperial Aldine Wilton in rust, gold and black. Manufactured by Hardwick & Magee Co. Installed by J. Rosenheim & Co.

Chairs—Full upholstered back, spring edge seat upholstered in red imitation leather. Factory No. 5467. Manufactured by American Seating Co.

Construction Materials—Brick, concrete and steel.

Curtain Controls—Vallen. Manufactured by Vallen, Incorporated.

Decorator—Rau Studios, Inc.

Display Frames—Manufactured by Wenzler Architectural Woodwork Co.

Draperies and Stage Curtains—Manufactured by Rau Studios, Incorporated.

Generators—Hertner. Manufactured by Hertner Electric Company.

Lighting Fixtures—Manufactured by Charles J. Weinstein, Incorporated.

Projection Lamps—Peerless Magnarc. Manufactured by J. E. McAuley Manufacturing Co.

Projectors—Super Simplex. Manufactured by International Projector Corporation.

Rubber Mats—Manufactured by J. Rosenheim & Co.

Screen—Walker. Manufactured by Walker American Corporation.

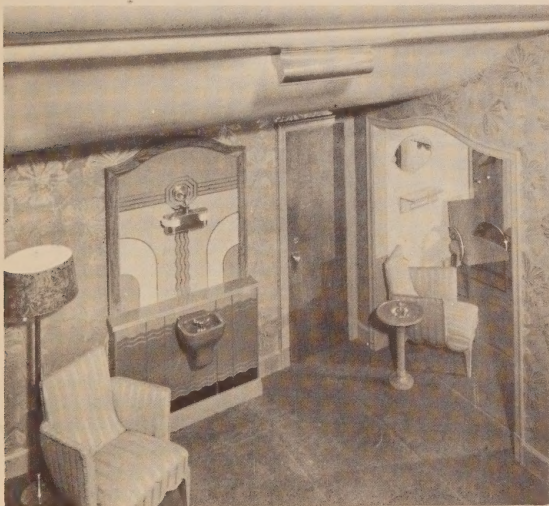
Sign and Marquee—Fabricated and Erected by S. & E. Cassin Sign Corporation.

Sound—RCA. Manufactured by RCA Mfg. Co.

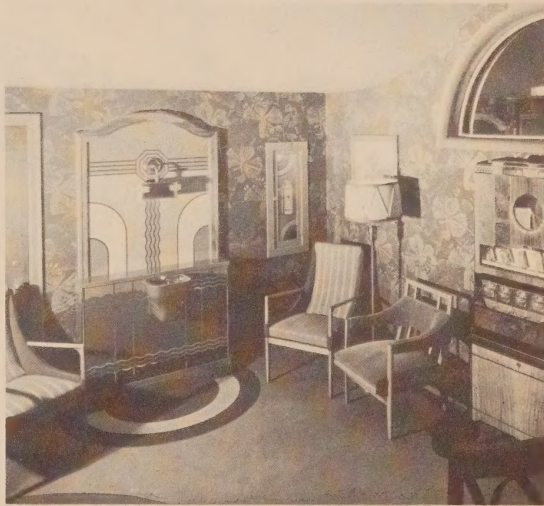
Supply Dealer—National Theatre Supply Co.



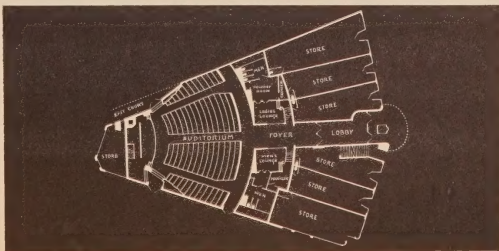
THE STADIUM BALCONY, in the background, allows for an additional number of seats without extending the auditorium area a great degree. Prominent here is the wall treatment, Damask, in a colonial design over rock wool, has been used exclusively for decorative as well as acoustical perfection. The mural seen here is again of a submarine theme.



THE LADIES' LOUNGE has been given a touch which definitely stamps it as feminine. Deep pile carpeting and modernistically designed furnishings contribute toward making this room most acceptable to the lady patron as the place to rest.



THE MEN'S LOUNGE has the same wall treatment as the ladies' retiring room, but the furnishings are more masculine. Here has been installed a candy vending machine over which is a large mirror giving an appearance of greater depth to the room.

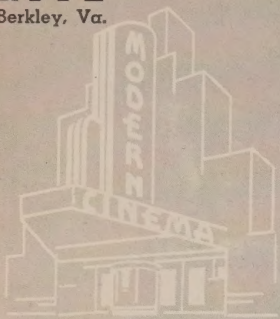


1939 PRESENTATION No. 22

The New

RITZ

Berkley, Va.



Architect: Alfred M. Lublin
Owner: Glasco Corporation

Recently in Berkley (South Norfolk) Virginia, architect Alfred M. Lublin was assigned the task of turning a hardware and furniture store into a theatre. The Ritz Motion Picture Corp., lessees of the property, were desirous of obtaining a house suitable for the colored population of the locality. That architect Lublin fulfilled his assignment in an economic manner is illustrated in the photos on this and the following page.



THE EXTERIOR is finished in stucco, and tile brick trimmed with stainless steel bands over the horizontal seams. The theatre entrance has been confined to only half the width of the building front allowing for a store in the other portion, and is spanned by a modern V shaped marquee with the theatre name in upright, block letters.

REFERENCE FACTS:

Size of Lot: 100 x 105

Seating Capacity: 630

Acoustical Treatment—Acoustone plaster and Weatherwood Tile. Manufactured by U. S. Gypsum Co.

Air Conditioning—Refrigeration. Manufactured by U. S. Air Conditioning Co.

Carpets—Manufactured by Alexander Smith & Sons Co.

Chairs—Veneer seat and back. Manufactured by American Seating Co.

Curtain Controls—A.D.C. Manufactured by Automatic Devices Co.

Construction Materials—Brick and cinder block.

Decorator—E. Caligari & Sons.

Display Frames—Parker Hardware Co.

Draperies and Stage Curtains—Manufactured by Norfolk Show Shop Co.

Furniture—Manufactured by The Howell Co.

Lighting Fixtures—Manufactured by Nation-Wide Manufacturing Co.

Projection Lamps—Peerless arc. Manufactured by J. E. McAuley Mfg. Co.

Projectors—Simplex rear shutter. Manufactured by International Projector Corp.

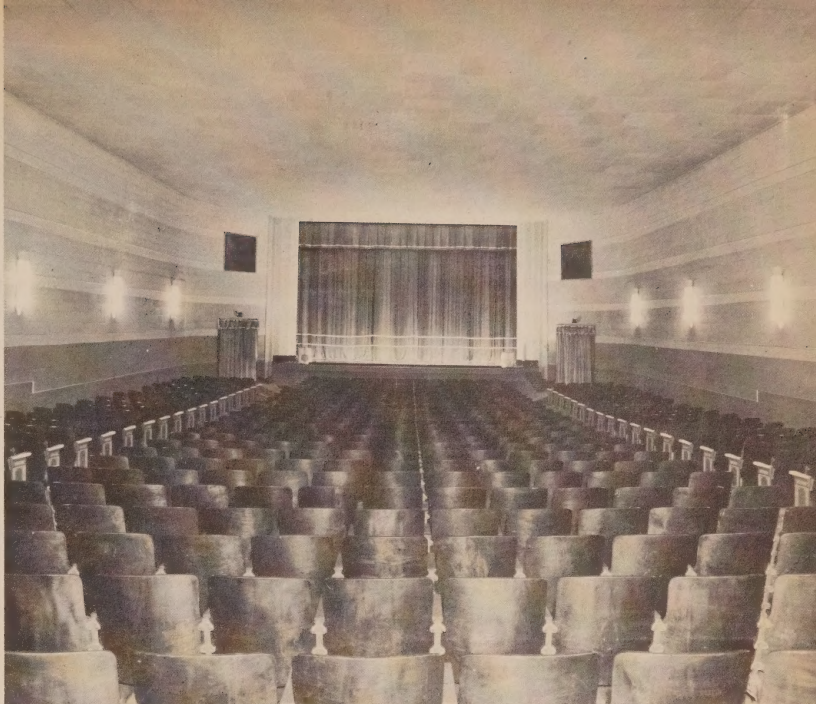
Screen—Walker. Manufactured by Walker American Corp.

Sign and Marquee—Fabricated and erected by The Neon Ad Co.

Sign Letters—Adler. Manufactured by Adler Sign Letter Co.

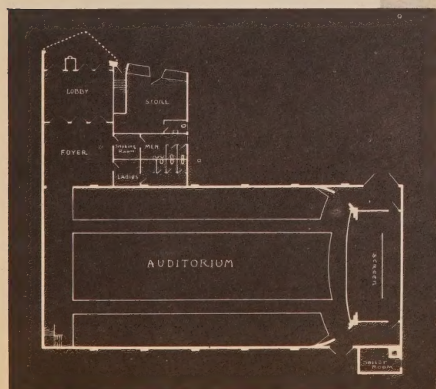
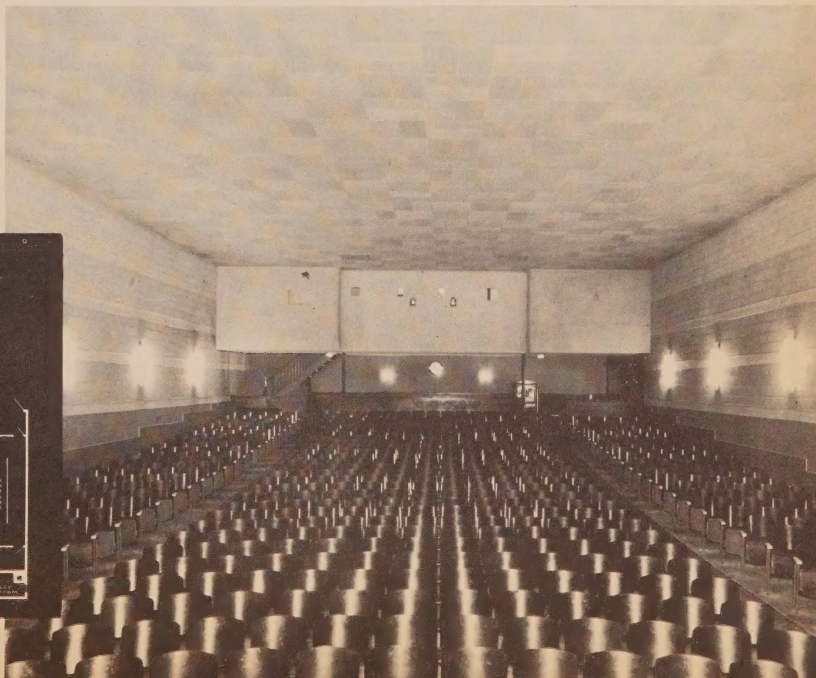
Sound—RCA. Manufactured by RCA Mfg. Co.

Supply Dealer—National Theatre Supply Co.



THE AUDITORIUM, though simply designed, is quite adequate for this type of house. The side walls are cinder block decoratively painted. Besides being very economical, the cinder blocks do much to improve the acoustics. Weatherwood Acoustical Tile Board, in several shades, was used as the ceiling treatment. It should be noted that there are no ceiling fixtures here, all illumination coming from wall fixtures.

ANOTHER AUDITORIUM VIEW, towards the rear. The chairs have veneer paneled backs and veneer seats. Acoustical plaster, of a texture to match the cinder blocks, was used as the back wall treatment. The costly decorative schemes used in the large city deluxe houses are missing. Only the bare necessities for good theatre operation have been incorporated in the house.



1939 PRESENTATION No. 23

The Renovated

STATE THEATRE

Lebanon, Pa.

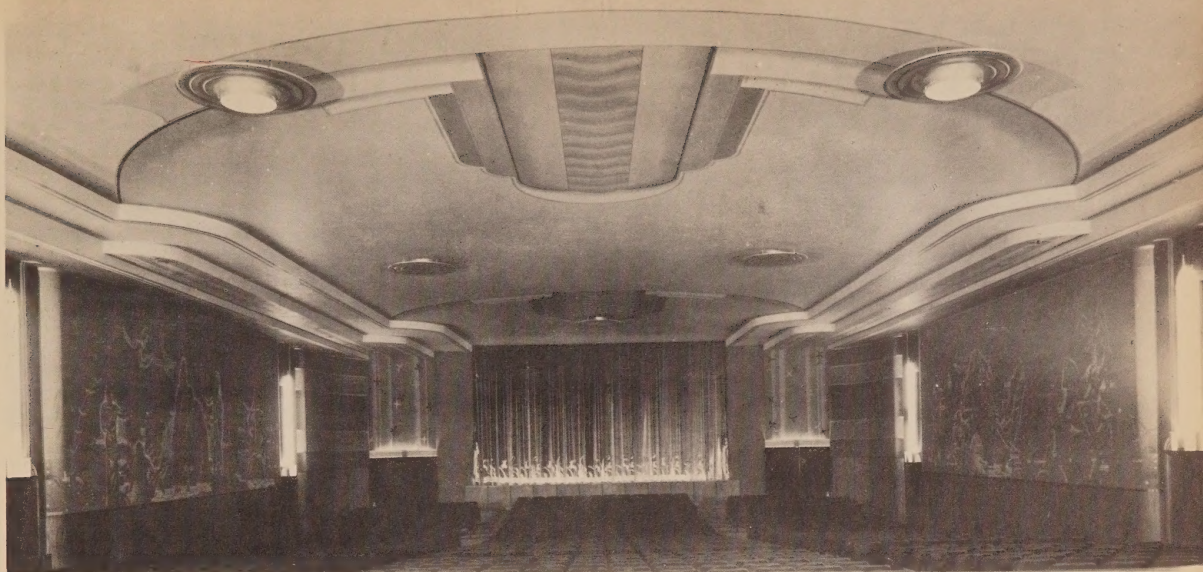


Owner: Harry Chertcoff

The photos shown illustrate the latest renovation to this building on Cumberland Street, Lebanon, Pennsylvania. Some few years ago it housed the Auditorium, a well known dance hall. Then, after many years, it received its first renovation, this time to become a motion picture theatre, still retaining the name, Auditorium. Recently, under the management of Harry Chertcoff, it received its latest renovation and with it a new name. It now becomes the State Theatre.



THE EXTERIOR since being renovated, has taken on the appearance of a deluxe neighborhood house. Modernization of the front included the covering of the old facade walls with ivory and black enameled iron. The upright sign and marquee has been trimmed in the same colors and material. The boxoffice, also of the same material and trimmed with stainless steel, is most modern.



THE AUDITORIUM might be termed a little on the artistic side, however, it becomes a most pleasant room in which to view the cinema. Huge murals grace the side walls adding a decorative touch to what might have been utter bareness. Height of the walls has been shortened by stepping the ceiling on either side of the room.

REFERENCE FACTS:

Seating Capacity: 972

Approximate Cost of Renovation: \$30,000

Acoustical Treatment—Acoustical felt and velour. Acoustical felt manufactured by Ankerum Manufacturing Co.

Air Conditioning—Well water system.

Carpets—National Crestwood. Manufactured by Alexander Smith & Sons Co.

Chairs—Irwin. Manufactured by Irwin Seating Co.

Construction Material—Porcelain enamel added to facade.

Decoration—Executed by Paramount Decorating Co.

Curtain Controls—A.D.C. Manufactured by Automatic Devices Co.

Draperies and Stage Curtains—Manufactured by Paramount Decorating Co.

Generators—Hertner. Manufactured by Hertner Electric Co.

Lighting Fixtures—Voigt. Manufactured by Voigt Co.

Projection Lamps—Peerless Magnarc. Manufactured by J. E. McAuley Mfg. Co.

Projectors—Simplex E-7 with Super Simplex bases. Manufactured by International Projector Corp.

Screen—Walker white. Manufactured by Walker American Corp.

Sign and Marquee—Apex. Manufactured by Apex Sign Co.

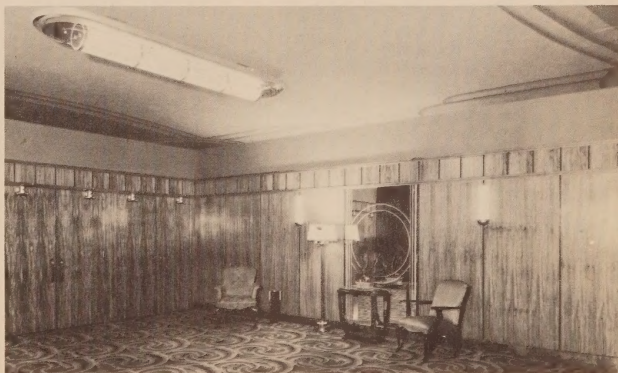
Sign Letters—Adler. Manufactured by Adler Sign Letter Co.

Sound—Simplex 4 Star. Manufactured by International Projector Corp.

Supply Dealer—National Theatre Supply Co.



IN THIS VIEW towards the rear of the auditorium can be noted the manner in which the back wall treatment was handled. Here also we see the ornamental ceiling plaques covering the air conditioning duct outlets.



THE LOBBY, neatly furnished and well carpeted, has veneer, natural grained paneling, for the wall covering. A large mirror with a sand-blasted design adorns the walls on either side, one of which is seen here.

MODERN SUPPLY DEALERS

Number 7 of a Monthly Presentation
of the leading Dealers in the East
NATIONAL THEATRE SUPPLY CO.
498 Pearl Street, Buffalo, New York



THE STORE FRONT like all other of the company's branches which we have shown, is large and impressive. Double the size of an ordinary store front, there is much room for displaying equipment, such as the Simplex projector seen here. The personnel, and manager Sandford proudly pose in the entrance.



BRANCH MANAGER V. G. SANDFORD, long prominent in the field, works on as the cameraman catches this candid pose.



THE SHOWROOM, with the neatly displayed equipment, is an inviting setting for the exhibitor wishing to make purchases. Most unique is the display of Irwin chairs raised from the floor on steps in a manner that makes them more attractive to prospective buyers.



THE REPAIR SHOP in the basement of the store is well equipped. Here we see mechanic Ostrowsky at work.

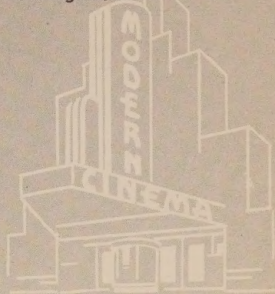


THE OFFICE FORCE handles routine details in this space with a low partition to separate it from the rest of the store. To the left is the private office of manager Sandford. More chairs are displayed here. These, however, are used for the comfort of the branch's patrons.

Digressing to some extent from the style of theatre structures built in and near-by Washington, D. C., during the past two or three years, Warner Brothers Theatres has, in the Kennedy, pictured on this and the succeeding two pages, effected, through the work of New York Architect John Eberson, a Neo-Colonial style, blending certain elements of the true Colonial motif with those of 1939 theatre design to make a structure which is pleasingly different from its fellows of comparable vintage. The company's first venture into this type of "reconstruction" was with the State Theatre, Lexington, Virginia, described in the December, 1937, issue of *BETTER MANAGEMENT*, but there it was Architect Eberson's desire to create a modern theatre which should represent what a cinema might have been a century and a half ago. In the present case no such transplantation was desired, but rather a modern theatre which should suggest the past glories of Colonial architecture rather than recreate them. That this theatre does by its effective blending of the best in the old and the new, stand alone among the 21 theatres of the company in and about the Nation's Capital is manifest from the pictures on these pages.

1939 PRESENTATION No. 24

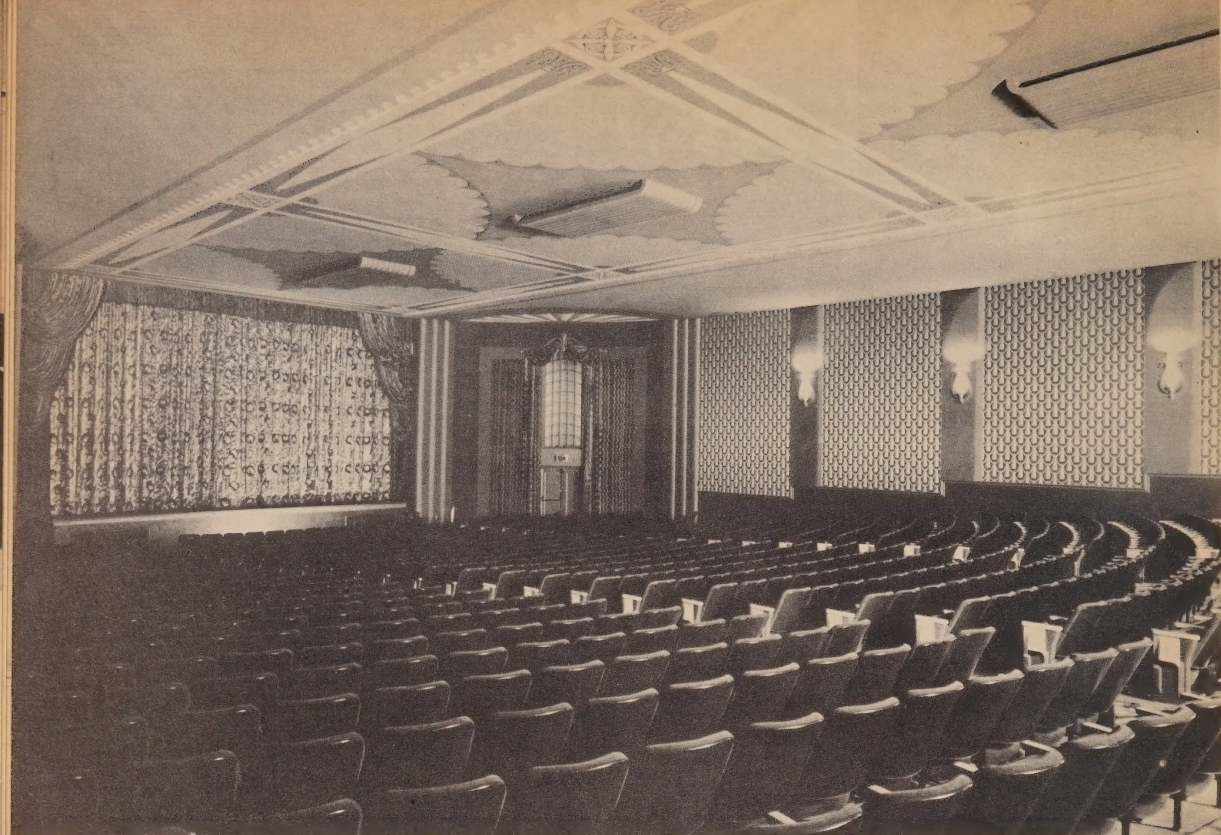
The New
KENNEDY
Washington, D. C.



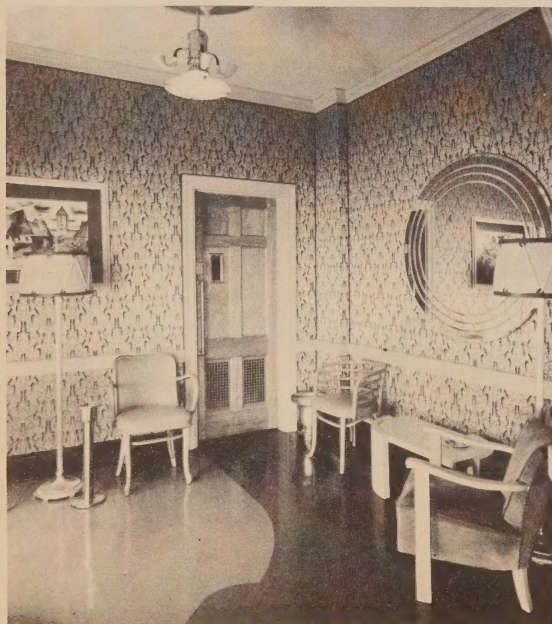
Architect: John Eberson
Owner: Warner Brothers



THE FRONT of colonial design is a distinct departure from the prevailing type of theatre architecture. The colonial motive has been carried out in the doors, box office, and poster frames. The theatre name sign sets high on the facade and has been designed in Old English letters with neon tubing for illumination. As the District of Columbia building code prohibits signs extending past the building line, the attraction board has been placed over the entrance doors with the marquee only used as a shelter.



THE AUDITORIUM also carries the colonial motif. Two large French (Adam style) windows, one of which is seen here, flank the proscenium. These are lighted in effective tones of blue and old rose. Forest green and autumn shades are the dominant colors of the wall coverings, carpets, seats and draperies.



THE MEN'S LOUNGE is definitely modern, and has none of the Georgian atmosphere of the rest of the house. All furnishings were specially designed for the setting. Note the calabash pipes which are part of the lighting fixture.



THE STANDEE ROOM is spacious and bare of furnishings. Most interesting is the partition atop the center standee rail. Venetian blinds in forest green obstruct the view of the screen for those who would rather wait for the next show.



THE LOBBY floor is entirely covered with rubber matting for safety. Note the white sign letters against the black ground, a reversal of the usual black against white.

REFERENCE FACTS:

Seating Capacity: 968

Size of Lot: 90 x 150

Cost Without Ground, including equipment: \$150,000

Acoustical Treatment—Damask over rockwool.

Air Conditioning—Refrigeration. Manufactured by Westinghouse Electric Co.

Carpets—Manufactured by Alexander Smith & Sons Co.

Chairs—Spring back and spring edge seat with fluorescent lighting feature. Manufactured by Ideal Seating Co.

Construction Material—Brick, concrete and steel.

Curtain Controls—A.D.C. Manufactured by Automatic Devices Co.

Decorator—Rambusch Decorating Co.

Draperies and Stage Curtains—Manufactured by Charles Kenney Studios.

Furniture—Manufactured by Thornet Brothers.

Generators—Hertner. Manufactured by Hertner Electric Co.

Projection Lamps—Ashcraft. Manufactured by C. S. Ashcraft Co.

Projectors—Simplex. Manufactured by International Projector Corp.

Rubber Mats—Red and green. Manufactured by U. S. Rubber Co.

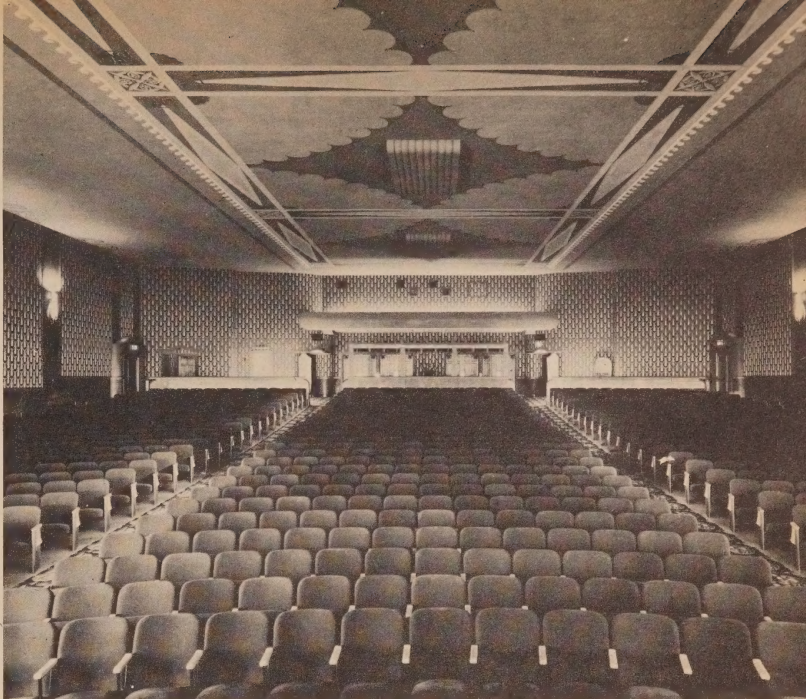
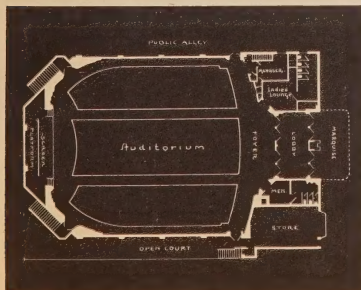
Screen—Hurley. Manufactured by Hurley Screen Co.

Sign and Marquee—Fabricated and erected by Regal Neon Sign Co.

Sign Letters—Adler. Manufactured by Adler Sign Letter Co.

Sound—RCA. Manufactured by RCA Mfg. Co.

Ticket Register—General Register Co.



THE AUDITORIUM TOWARDS THE REAR shows to better advantage the handling of the wall coverings and the decorative painting of the ceiling in shades of blue silver and brown. Featured here is the fluorescent lighting. Specially designed chairs which have fluorescent lamps in the aisle lights are responsible for the creation of this effect.

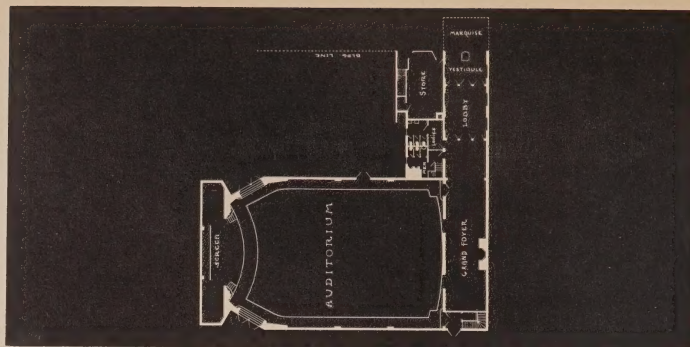
THE LADIES' LOUNGE, located just off the standee room, like the men's lounge, has no colonial decoration. Strictly modern in all details, it has every facility for the comfort and personal refreshment of the woman patron. The cane work design on two of the chairs shown is a notable feature. Through the doorway, can be seen the richly draped proscenium.



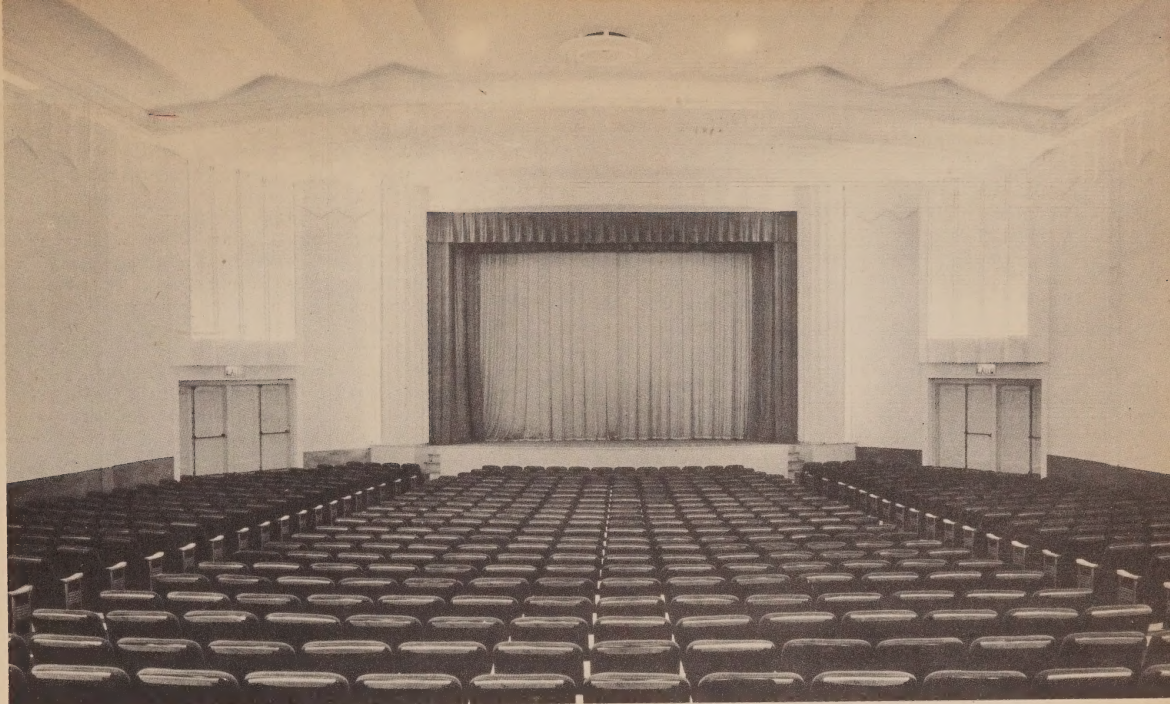
1939 PRESENTATION No. 25

The New
GOSHEN
Goshen, N. Y.

Architect: Thomas W. Lamb
Owners: Walter & Carlisle Neithold



THE EXTERIOR of the theatre is in Colonial design in keeping with the setting in a town founded by early American settlers. The features of the facade include a bay-window-shaped shop front with glass divided into small panes, shuttered windows at the second story, and an octagonal cupola. The marquee is well lighted and stands out from the face of the building drawing attention from afar.



THE AUDITORIUM in sharp contrast with the rest of the house, is completely modern. Walls of hard plaster have been laid out in a series of waves meeting at obtuse angles. This has been done to break up sound waves and prevent echoes giving the theatre perfect acoustics. The treatment of the ceiling is similar to that of the walls except that the long line runs lengthwise to the theatre.

REFERENCE FACTS:

Size of Lot: (See Floor Plan)

Seating Capacity: 832

Cost Including Equipment: \$107,000

Acoustical Treatment—Acoustical plaster.

Air Conditioning—Ventilation system. Installed by Dwight D. Kimball.

Carpets—Rust broadloom. Manufactured by Alexander Smith & Sons Co.

Chairs—Full upholstered rust mohair. Manufactured by International Seat Corp.

Construction Material—Cinder block and brick.

Curtain Controls—A.D.C. Manufactured by Automatic Devices Co.

Decorator—Schulstadt Plastering Co.

Draperies and Stage—Peach and gold. Manufactured by Novelty Scenic Studios, Inc.

Lighting Fixtures—Hand-made wrought iron. Manufactured by James R. Marsh, Inc.

Projection Lamps—Strong Mogul B High Intensity. Manufactured by Strong Electric Corp.

Projectors—Simplex. Manufactured by International Projector Corp.

Rectifiers—Twin Forest Magnesium Copper Sulphide. Manufactured by Forest Mfg. Co.

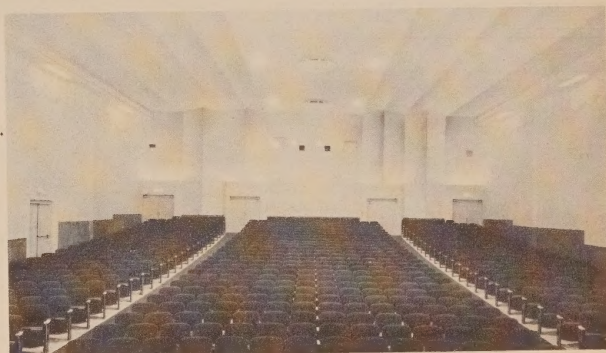
Screen—Hurley "Evenlite" flame-proof. Manufactured by Hurley Screen Co.

Sign and Marquee—Manufactured by Eenberg-Lowy Sign Co.

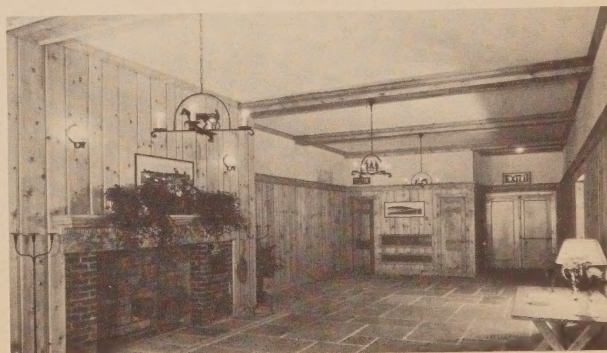
Sign Letters—Wagner. Manufactured by Wagner Sign Service, Inc.

Sound—Simplex 4 Star. Manufactured by International Projector Corp.

Supply Dealer—Amusement Supply Co., Inc.

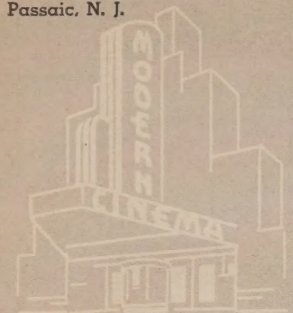


ANOTHER AUDITORIUM VIEW shows the well spaced rows of chairs. Rows are 36 inches back to back to give greater comfort than the usual 32 inch standard spacing.



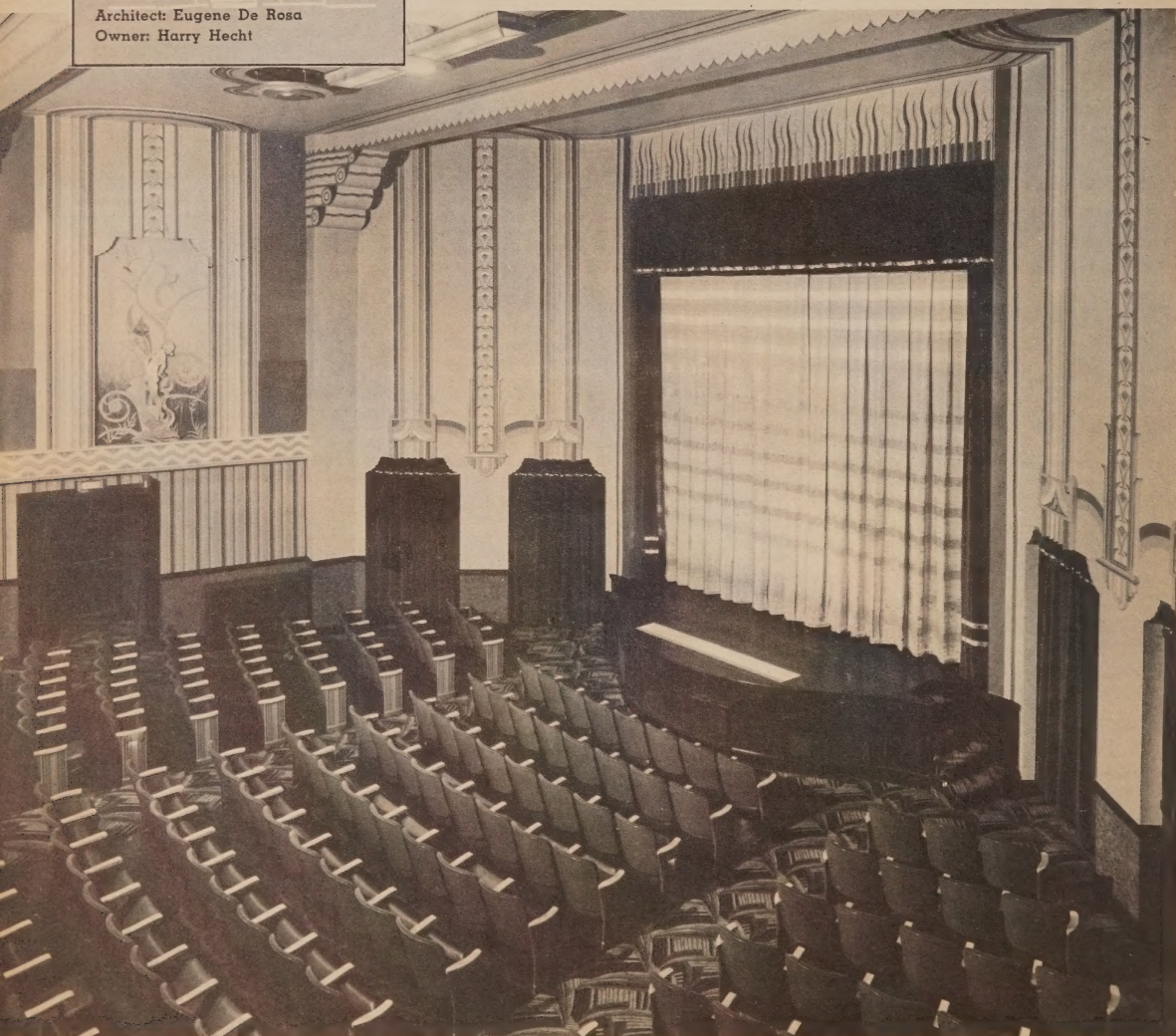
THE INNER LOBBY is wainscoted with knotty pine surmounted by a plate shelf in strictly Dutch colonial style. A fireplace and flagstone floor are most noteworthy features.

The Renovated
LINCOLN
Passaic, N. J.

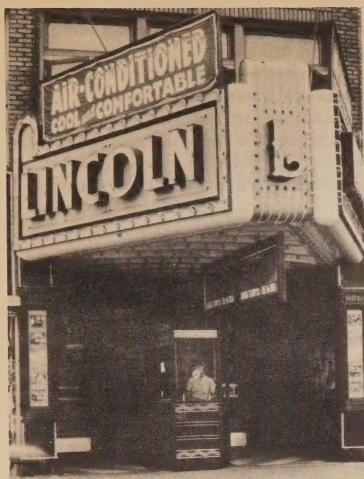


Architect: Eugene De Rosa
Owner: Harry Hecht

While the builder of a new theatre is always to be applauded for his endeavor, still more worthy of acclaim is the theatre operator who, by constantly installing new equipment and keeping his premises in the vanguard of architectural progress, continues to keep his theatre a place where people want to go for their entertainment. While "before" pictures are not available, the Editors of **BETTER MANAGEMENT** are nonetheless pleased to present at this time the renovated Lincoln Theatre, Passaic, New Jersey, to show its readers what smart remodeling can do. Spending \$50,000 on improvements and new equipment, owner Harry Hecht has made his 898-seat theatre indeed a place for relaxation and enjoyment. Architect Eugene DeRosa, while designing an up-to-date theatre, has not lost sight of the possibilities of the more old-fashioned devices, but he has so treated his theme that the whole makes for a pleasing, restful theatre, whose beauty should grow upon its clientele. Throughout the theatre, appointments are for the comfort of the patron and nowhere does the "modern" touch, in furniture or decorative scheme, clash with that essential of theatre operation. And the new equipment adds further to the sum total of complete enjoyment, in sight and sound, of motion pictures.



THE AUDITORIUM has been entirely renovated. New chairs, carpeting, and wall decorations as well as new proscenium drapes converted this house into a modern showplace. The wall decoration of a striped design is in rust eggshell and dark brown with the seat coverings of automobile mohair in bright rust and maroon leather. The specially designed Bigelow Lokweav carpet has a brilliant pattern against a dark cedar field.



THE FRONT cannot be termed as impressive as the interior, but a new marquee, poster frames, ticket booth and rubber mats have improved its appearance a hundredfold.

REFERENCE FACTS:

Seating Capacity: 898

Cost of Renovation and Equipment: \$50,000

Acoustical Treatment—Damask used on side walls.

Air Conditioning—Refrigeration system. Manufactured by Carrier Corp.

Carpets—Bigelow Lokweav. Manufactured by Bigelow-Sandford Carpet Co., Inc.

Chairs—Automobile mohair upholstered backs in bright rust, maroon leather seats. Manufactured by American Seating Co.

Curtain Controls—Vallen. Manufactured by Vallen, Inc.

Decoration—Executed by Capitol Motion Picture Supply Corp.

Display Frames—Manufactured by National Screen Accessories.

Draperies and Stage Curtains—Manufactured by Capitol Motion Picture Supply Corp.

Lighting Fixtures—Manufactured by Charles J. Weinstein & Co.

Projection Lamps—Peerless Magnarc. Manufactured by J. E. McAuley Mfg. Co.

Projectors—Wenzel Ace Projectors. Manufactured by the Wenzel Co.

Rubber Mats—Manufactured by O. W. Jackson Co.

Screen—Hurley "Even-Lite." Manufactured by Hurley Mfg. Co.

Sign and Marquee—Fabricated and erected by Monroe Sign Co.

Sound—RCA. Manufactured by RCA Mfg. Co.

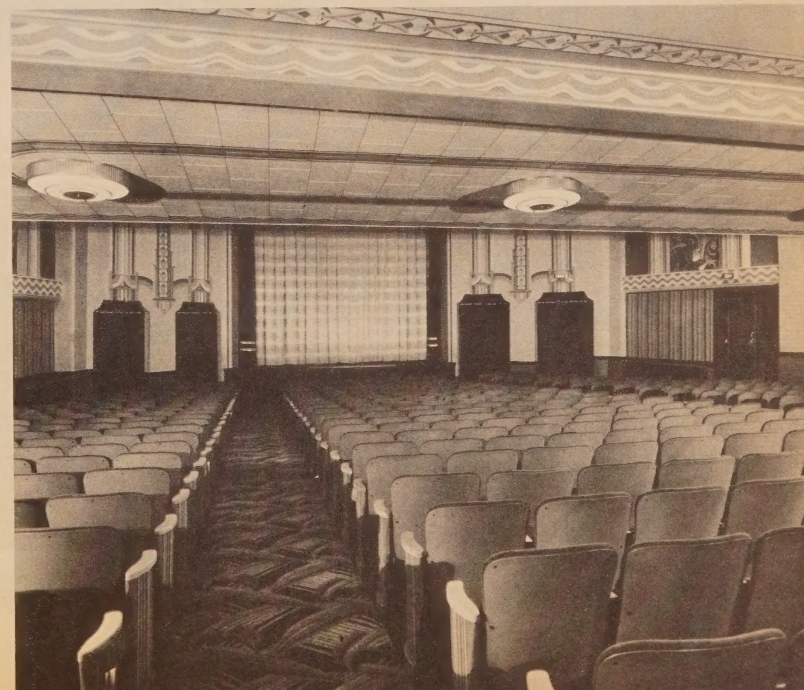
Supply Dealer—Capitol Motion Picture Supply Corp.

Ticket Register—General Register Co.



THE BALCONY decorative treatment is of the same scheme as the rest of the house with the same coloring and patterns. Though not large, it still is capable of handling a good many patrons comfortably. Note in this photo the ceiling plaques, which cover the air conditioning outlets and help distribute the air, and also that their design fits in harmoniously with the decorative treatment. The murals are worthy features.

LOOKING TOWARD THE FRONT from under the balcony a closeup is obtained of the modern lighting fixtures and acoustical tiles of the ceiling. This also presents an interesting view of the seating arrangement. A gradual pitch to the floor allows comfortable sight without the straining of necks. Note here that not all of the chair standards have aisle lights. Only a sufficient number for patron safety, causing less light and making for less distraction.



MODERN SUPPLY DEALERS

Number 8 of a Monthly Presentation
of the Leading Dealers in the East
CAPITOL MOTION PICTURE SUPPLY CORP.
630 Ninth Avenue, New York, N. Y.

For the past 20 years, the Capitol Motion Picture Corporation has rendered to exhibitors in the New York City area a service worthy of much praise. Ever since the founding of the organization, in 1919, by Isadore S. Perse, a continuous growth was experienced, so that, today, under the guidance of President Ben Perse, son of the founder, ably assisted by Vice-President Harry, a brother, we find the organization numbered among the leading supply dealers in the country.



MR. ISADORE S. PERSE who founded
Capitol Motion Picture Supply Corp.,
December 19, 1919.





THE FRONT with its majestic upright sign is indeed a credit to its designer. Travertine and black Virginia stone were used here with striking results. Although not prominent in this photo, the boxoffice, done in blue and grey mosaic with gold ornamental trimming, is probably the exterior's most outstanding feature. The upright sign and marquee are of porcelain enamel construction with stainless steel trim.

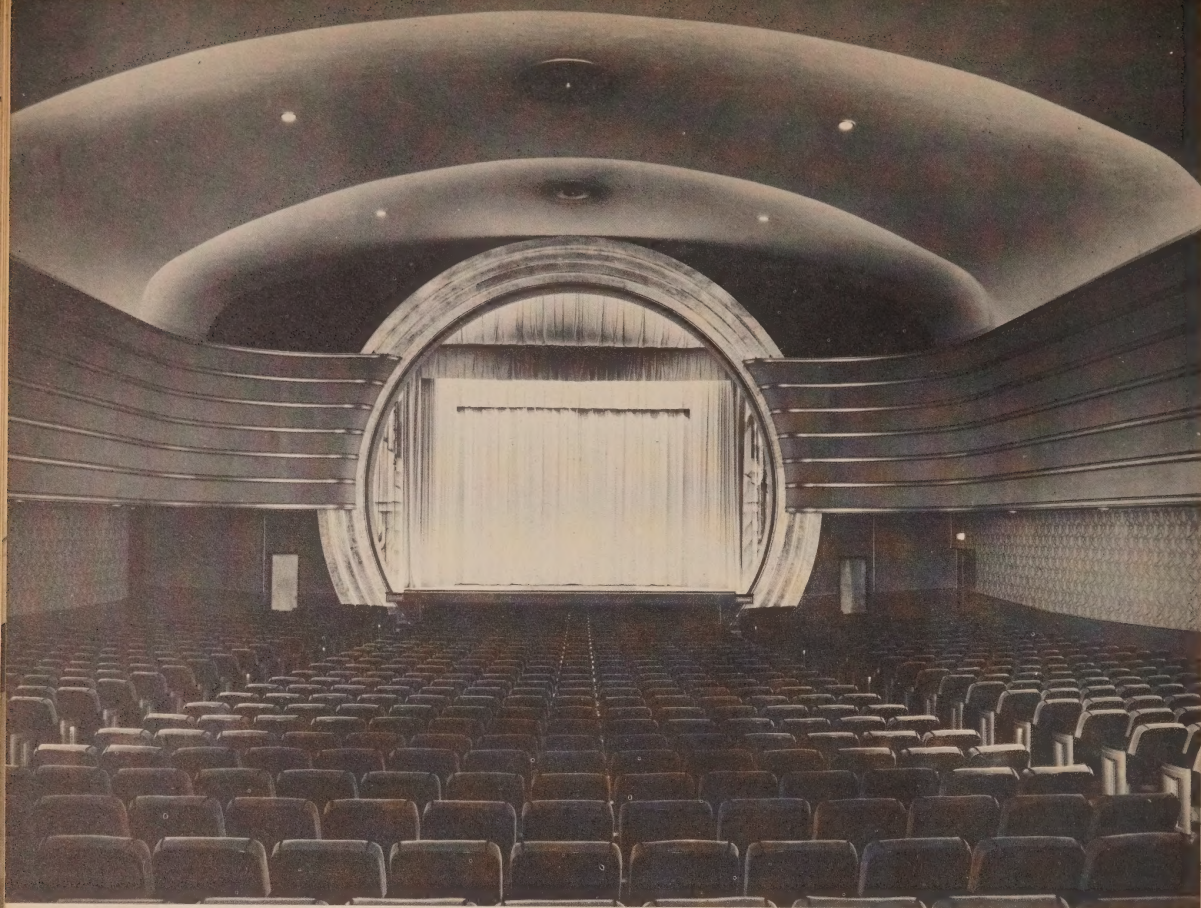
That Baltimore might have its branches of the world's two most popular forms of entertainment, radio and motion pictures, combined under one roof, and in a setting conducive to both, Morris A. Mechanic, Baltimore exhibitor, retained Armand Carroll, Philadelphia architect, to design a suitable structure. Architect Carroll in collaboration with the engineers of Station WFBR, Baltimore's pioneer radio station, member of the NBC Basic Red Network, and with his knowledge of theatre architecture, has completely fulfilled the desires of exhibitor Mechanic in a manner that is a credit to both.

1939 PRESENTATION No. 27

The New
**CENTRE and
STATION WFBR**
Baltimore, Md.



Owner: Morris A. Mechanic
Architect: Armand Carroll



THE PROSCENIUM design is a definite departure from the usual formula. A perfect circle, it is broken only by the upper side walls of asbestos transite, which flow gracefully into it. The lower portion of the walls have been covered with green and gold damask and have grained walnut plywood as a wainscot. The curved ceiling, with a number of small direct lighting fixtures supplemented by coves for indirect illumination, is of hard white plaster and painted in a shade of ecru.



THE FACADE as it appears from a more central point. From this view is gained a better perspective of the overall design. The black stone portion which extends out from the face of the building allows a space directly in front of the radio station windows for potted shrubbery.

REFERENCE FACTS:

Size of Lot: 100x300

Seating Capacity: 1000

Cost of Theatre: \$115,000

Acoustical Treatment—Two inch rockwool. Manufactured by Johns Manville Co.

Air Conditioning—Refrigeration system. Manufactured by Carrier Corporation. Installed by Air Conditioning, Inc.

Carpets—National Crestwood. Manufactured by Alexander Smith & Sons Co.

Chairs—Manufactured by American Seating Co.

Construction Material—Brick, steel and concrete.

Curtain Controls—Vallen. Manufactured by Vallen, Inc.

Display Frames—Bronze. Manufactured by George Habgood Co.

Decorator—Armando T. Ricci.

Draperies and Stage Curtains—Novelty Scenic Studios, Inc.

Generators—Hertner. Manufactured by Hertner Electric Co.

Projection Lamps—Peerless Magnarc. Manufactured by J. E. McAuley Mig. Co.

Projectors—Simplex E-7. Manufactured by International Projector Corp.

Rubber Mats—Manufactured by Hood Rubber Co.

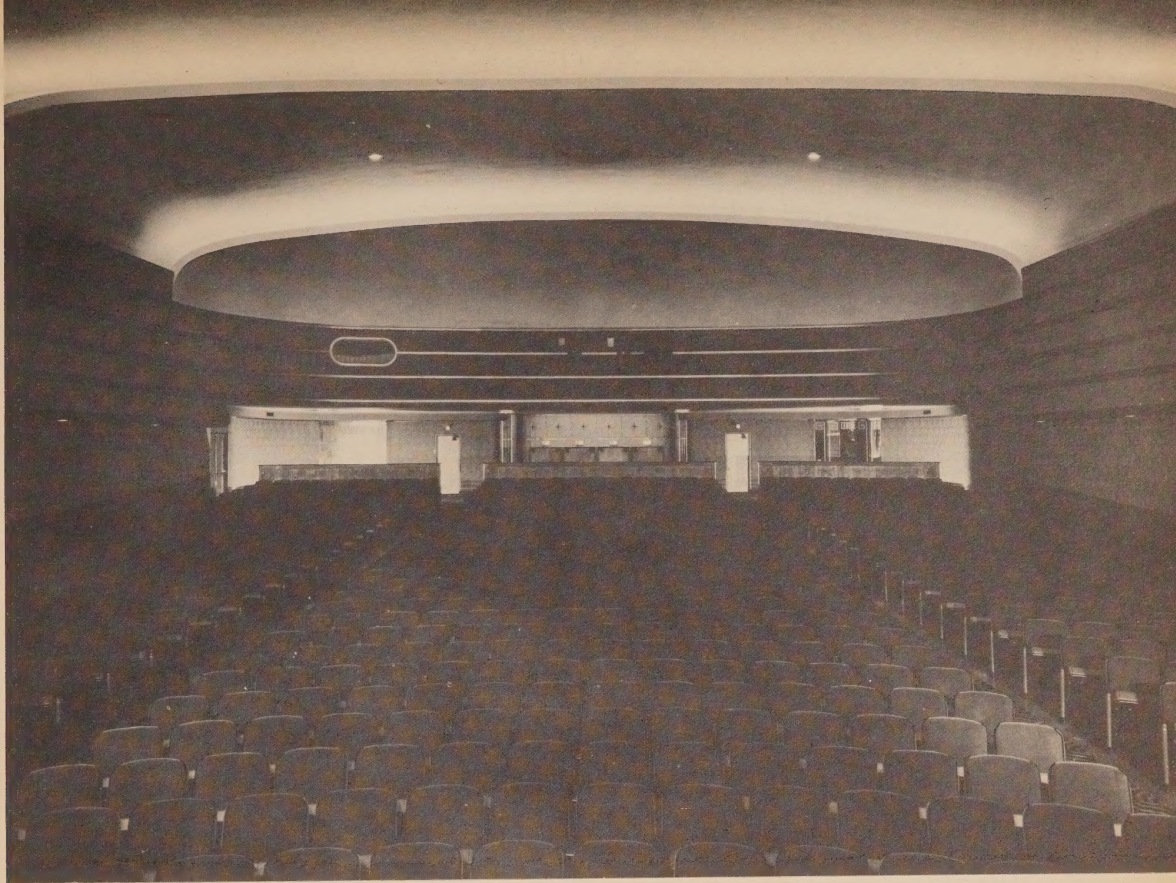
Screen—Walker. Manufactured by Walker American Corp.

Sign and Marquee—Fabricated and erected by Triangle Sign Co.

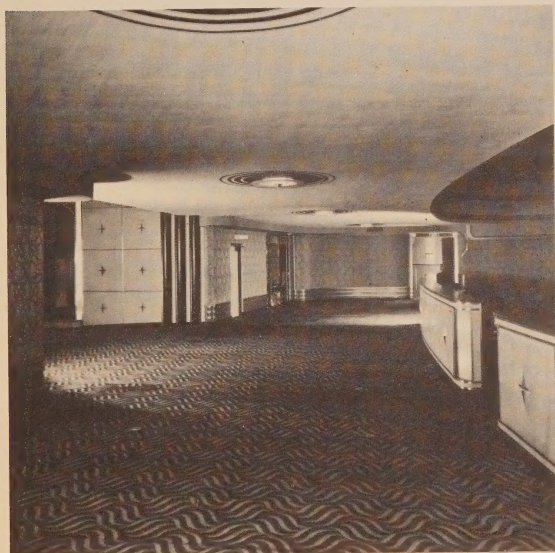
Sign Letters—Wagner. Manufactured by Wagner Sign Service, Inc.

Sound—RCA. Manufactured by RCA Mig. Co.

Supply Dealer—National Theatre Supply Co.



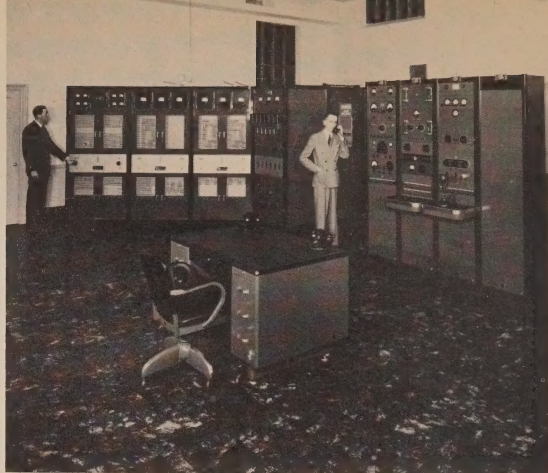
THE AUDITORIUM looking toward the rear allows a good view of the indirect, cove, ceiling lighting. This illumination is directed toward the front of the house and eliminates the possibility of any glare in the patron's eyes. Anemostats for air distribution can also be noted here. The before-mentioned upper walls of asbestos transite extend completely around the back of the house to form the rear wall construction. Note the manner in which the window into the manager's office was handled.



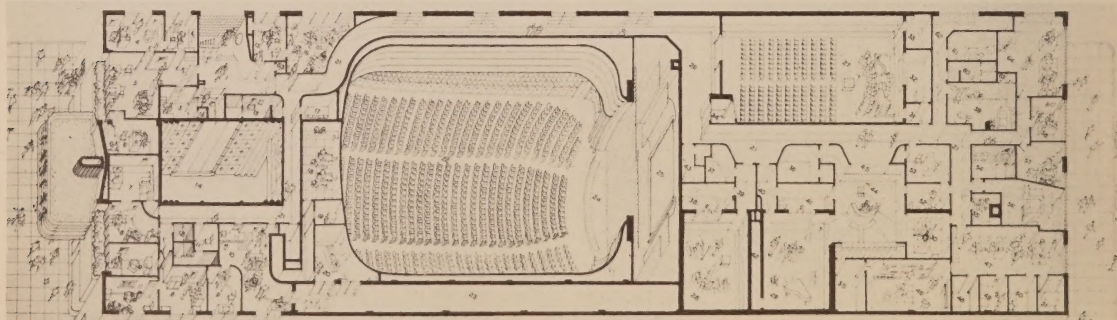
THE STANDEE ROOM is well carpeted in a standard Crestwood pattern of black, rust and gold. The standee rail has been covered with padded, natural pigskin leather ornamented with bronze stars, and molding. Aisles are of luminous fluted glass and are back lighted.



THE INSIDE LOBBY which leads into the standee room is without furnishings. Its most prominent feature is the large mural done on green linoleum. This mural is indirectly lighted from a trough immediately below it.

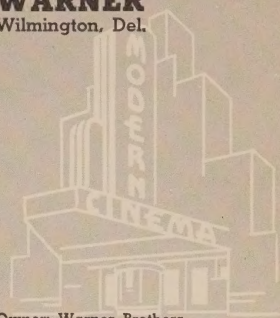


RADIO STATION WFBR, which occupies the second floor of the theatre building, is said to be the most modern station in the country. Its six studios include exceptional facilities for accommodating large audiences for local shows. The several views presented here show only a few of station's facilities. Upper left: Master Control Room with technician Paul Ruckert at his post. Upper right: Transmitter Room with chief engineer William Ranft in telephonic communication and publicity director Robert Maslin, Jr. Lower right: Lobby and Reception Room. Lower left: Speaker's Studio.



- | | | | | | | |
|---------------------------|-----------------------------|------------------------------|--------------------------------|-------------------------------|--------------------------------|-------------------------------|
| 1. RECEPTION LOBBY | 10. BOOKKEEPING DEPARTMENT | 19. GENERATOR ROOM | 28. STUDIO B | 37. STORAGE ROOM | 46. MUSIC LIBRARY | 55. FIELD EQUIPMENT STORAGE |
| 2. RECEPTIONIST'S DESK | 11. LADIES' REST ROOM | 20. THEATRE EXECUTIVE OFFICE | 29. STUDIO C | 38. CONTROL ROOM STUDIO B | 47. RESEARCH DEPARTMENT | 56. AIR CONDITIONING FAN ROOM |
| 3. SECRETARY'S OFFICE | 12. LAVATORY | 21. CORRIDOR | 30. STUDIO E | 39. VESTIBULE STUDIO B | 48. SUPERVISOR-MASTER CONTROL | 57. MUSICAL DIRECTOR |
| 4. COMMERCIAL MANAGER | 13. LAVATORY | 22. THEATRE AUDITORIUM | 31. ARTISTS' ENTRANCE STUDIO A | 40. VESTIBULE STUDIO C | 49. HOME ECONOMICS | 58. TRANSCRIPTION LIBRARY |
| 5. COMMERCIAL DEPARTMENT | 14. THEATRE LOBBY | 23. THEATRE EXIT COURT | 32. CONTROL ROOM STUDIO A | 41. CONTROL ROOM STUDIO C | 50. ASSISTANT PROGRAM DIRECTOR | 59. ARTISTS' LOUNGE |
| 6. PROMOTION DEPARTMENT | 15. PROGRAM DIRECTOR | 24. STAGE | 33. STORAGE ROOM STUDIO A | 42. ECHO CHAMBER | 51. CONTINUITY DEPARTMENT | 60. LAVATORY |
| 7. AUDITION ROOM-STUDIO D | 16. PROGRAM DEPARTMENT | 25. THEATRE SCREEN | 34. VESTIBULE STUDIO A | 43. STAIRWAY TO CLIENTS' ROOM | 52. SHOP | 61. SPECIAL EVENTS DIRECTOR |
| 8. CONFERENCE ROOM | 17. TELEPHONE EQUIPMENT | 26. STUDIO LOBBY | 35. RECORDING ROOM | 44. MASTER CONTROL | 53. CHIEF ENGINEER | 62. SERVICE STAIRWAY |
| 9. EXECUTIVE OFFICES | 18. THEATRE PROJECTION ROOM | 27. STUDIO A | 36. NEWS ROOM | 45. OBSERVATION WINDOW | 54. LAVATORY | 63. PUBLIC TELEPHONES |
| | | | | | | 64. ANNOUNCERS' ROOM |

The New
WARNER
Wilmington, Del.



Owner: Warner Brothers
Architect: Wallace E. Hance
Consultant: David Supowitz, R.A.



THE FACADE has been done in specially selected translucent brick in several colors. The triangular marquee and the upright sign directly above it have been simply designed yet when illuminated are discernible for many blocks. The soffit, generously studded with incandescent lamps, extends deeply into the building, forming the ceiling for what is known as the forecourt. A boxoffice of stainless steel and glass is a striking feature of this front.



THE AUDITORIUM is one of the largest designed in recent years for a neighborhood house. The main floor, with a seating capacity of 1550, is supplemented with a balcony accommodating an additional 350. The decorative scheme of the side walls, which have been covered in damask with a veneer panel wainscot, and ceiling includes planes of pastel colors varying from light to dark shades.



THE STANDEE ROOM is without furnishings and sufficiently large to accommodate many standees. The standee rail has been designed with air conditioning grilles built into it, and the top upholstered in leather.



THE OUTSIDE LOBBY is of great length, measuring 43 feet. Heavily carpeted and modernly decorated, it is utilized only as a passage from the forecourt to the inner lobby from which the patron passes into the auditorium.



THE PROSCENIUM is quite large in keeping with the overall size of the house. Artistically decorated, it can easily be the focal point of all attention both during the show and at the break. Notice how the planes of color in the fabric on the side walls help direct attention toward the screen rather than distract from it.

REFERENCE FACTS:

Size of Lot: Auditorium 82x165 Feet; Lobbies 118x23 Feet.

Seating Capacity: 1900

Cost Without Ground: Not Available.

Acoustical Treatment—Damask over rockwool.

Air Conditioning—Refrigeration system. Manufactured by Westinghouse Electric & Mfg. Co.

Carpets—National Crestwood. Manufactured by Alexander Smith & Sons Co.

Chair—Mohair upholstered back, and spring edge seat. Manufactured by Ideal Seating Co.

Construction Materials—Brick, steel, concrete.

Decorator—Kuehnle-Wilson, Inc.

Curtain Controls—Vallen. Manufactured by Vallen, Inc.

Draperies and Stage Curtains—Manufactured by Charles H. Kenney Studios, Inc.

Furniture—Manufactured by Wycombe-Meyer Co.

Generators—Hertner. Manufactured by Hertner Electric Co.

Lighting Fixtures—Rambusch Decorating Co.

Projection Lamps—Ashcraft. Manufactured by C. S. Ashcraft Mfg. Co.

Projectors—Simplex E-7. Manufactured by International Projector Corp.

Screen—Hurley. Manufactured by Hurley Screen Co., Inc.

Sign and Marquee—Fabricated and erected by Philadelphia Sign Co.

Sign Letters—Wagner. Manufactured by Wagner Sign Service, Inc.

Sound—RCA. Manufactured by RCA Mfg. Co.

Ticket Register—Manufactured by General Register Corp.



THE INNER LOBBY has been superbly appointed and is a pleasant welcome to the patron upon his entrance to the theatre. The settees were especially constructed for their application in the manner shown.

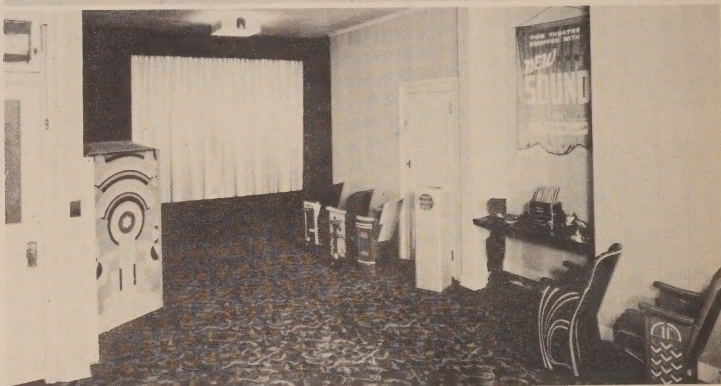
MODERN SUPPLY DEALERS

Number 9 of a Monthly Presentation
of the Leading Dealers in the East
NATIONAL THEATRE SUPPLY CO.
417 St. Paul Place, Baltimore, Md.

Though not the largest of the company's branches, the amount of territory served by it is equal to and probably far greater than that served by most of the branches. Covering the territory served by the Washington film exchanges, its customers are spread over Virginia, Eastern West Virginia, Maryland and the District of Columbia. That the office is equal to the task of properly servicing the accounts in this vast area is shown in the amount of business produced for the company.



N. C. HAEFELE, branch manager, whose untiring efforts have been directly responsible for the high standing in the territory of this particular company branch.



Recently, architect John Eberson designed and constructed in the city of Chester, Pennsylvania, this modern, deluxe house pictured on these pages. The theatre replaced one of very ancient vintage, one that had long outlived its usefulness as a palace of the cinema. After serving for more than a quarter of a century as a theatre, Warner Brothers, present owners, decided to demolish the structure completely and rebuild. With a large number of job seekers being steadily added to government payrolls in this area, the rebuilding has already proved its worth to the circuit.

1939 PRESENTATION No. 29

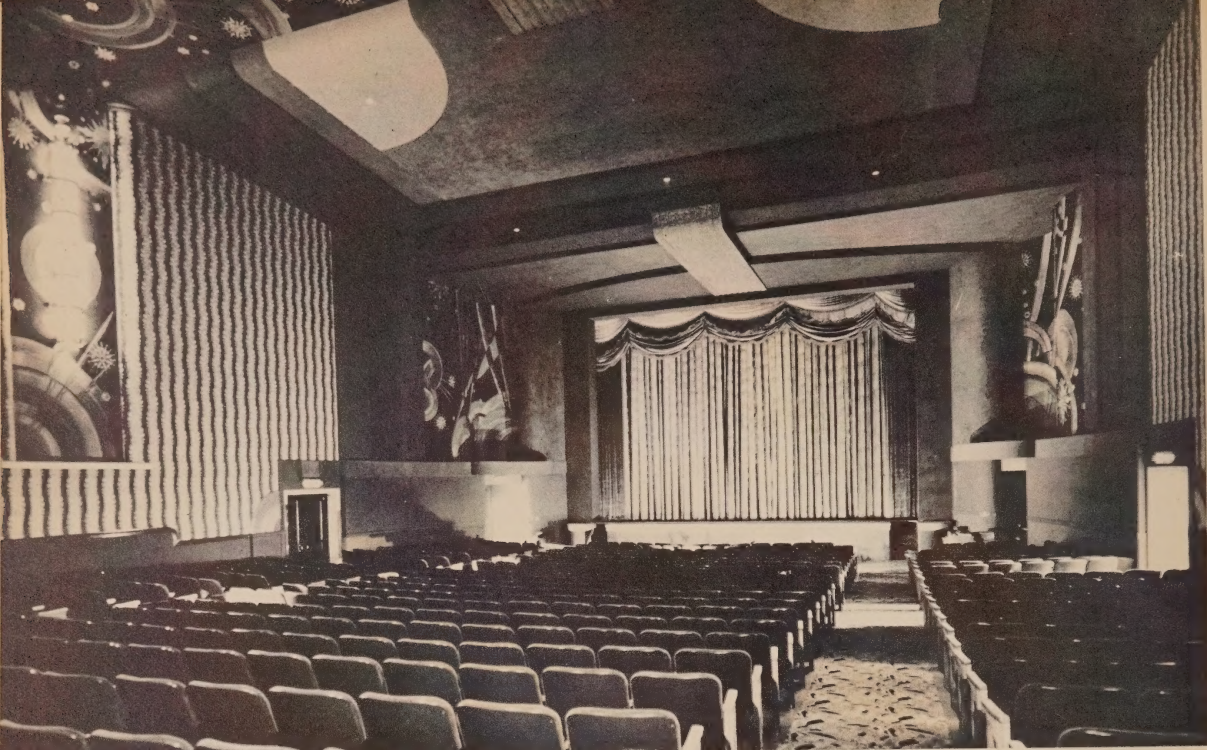
The New
STATE
Chester, Pa.



Architect: John Eberson
Owner: Warner Brothers



THE EXTERIOR designed in a most modern manner, is the essence of showmanship. Of brick construction throughout, a portion of the lower facade has been faced with Italian marble for a more attractive finish. The sturdily constructed marquee, with its brilliantly illuminated soffit, is of triangular design, and its attraction board has been supplemented by additional boards with silhouette letters directly above the entrance doors. Note the unique design of these doors.



THE AUDITORIUM with its futuristic decorative scheme, is a far cry from the auditorium of the theatre that once graced this location. This scheme is most noticeable in the murals that flank the proscenium and those which are the background for the side wall lighting fixtures. The latter murals rise to the full height of the wall and extend across the ceiling to add an interesting touch to the overall effect.

THE LOWER LOUNGE is exquisitely appointed and affords fine surroundings. Very few large city, deluxe houses can boast of a more inviting room. The furnishings, especially designed by the architect, fit this setting perfectly. Very modern, yet simple, they were created from quality materials to withstand the hard usage of theatre audiences. The doorways to the left lead to the toilet rooms.



REFERENCE FACTS

Size of Lot: 69x172

Seating Capacity: 1000

Cost Without Ground: \$103,000

Acoustical Treatment—Fabric over rockwool.

Air Conditioning—Freon compressors. Manufactured by Universal Air Conditioning Co.

Carpets—Alexander Smith Crestwood and Bigelow-Sanford Ascot. Alexander Smith manufactured by Alexander Smith & Sons Co. Bigelow-Sanford Ascot manufactured by Bigelow-Sanford Carpet Co.

Chairs—Green automotive mohair covered. Manufactured by Ideal Seating Co.

Curtain Controls—Vallen. Manufactured by Vallen, Inc.

Draperies and Stage Curtains—Manufactured by Charles Kenney Studios, Inc.

Furniture—Manufactured by Wycombe-Meyer, Inc.

Lighting Fixtures—Manufactured by Ram-busch Decorating Co., and Charles Weinstein, Inc.

Projection Lamps—Ashcraft. Manufactured by C. S. Ashcraft Co.

Projectors—Super Simplex. Manufactured by International Projector Corp.

Rubber Mats—Manufactured by U. S. Rubber Co.

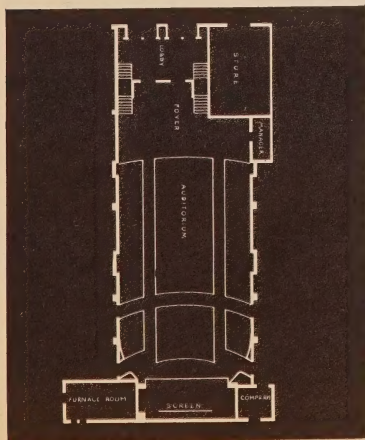
Sign and Marquee—Fabricated and erected by Philadelphia Sign Co.

Sign Letters—Wagner. Manufactured by Wagner Sign Service, Inc.

Sound—RCA. Manufactured by RCA Mfg. Co.

Supply Dealer—Continental Theatre Accessories, Inc.

Ticket Register—General Register Corp.



THE STANDEE ROOM, quite spacious, is without furnishings, to allow for a capacity standee audience. The stairway, near the right of the photo, leads down to the lounge. Immediately above this standee area is the balcony designed to seat 250 patrons.

THE OUTSIDE LOBBY is completely covered with rubber matting, into which has been designed a directional pattern. The marble used here as a wall covering is the same as that used as the facade trim. The stairways shown lead to the balcony.





THE FRONT has been finished in three shades of Vitrolite structural glass. A large portion of the front, directly above the marquee, has been constructed of glass block so that more daylight illumination be obtained on the inside. The cutout metal letters on the marquee which spell the theatre name have incandescent lamps for lighting rather than the usual neon.

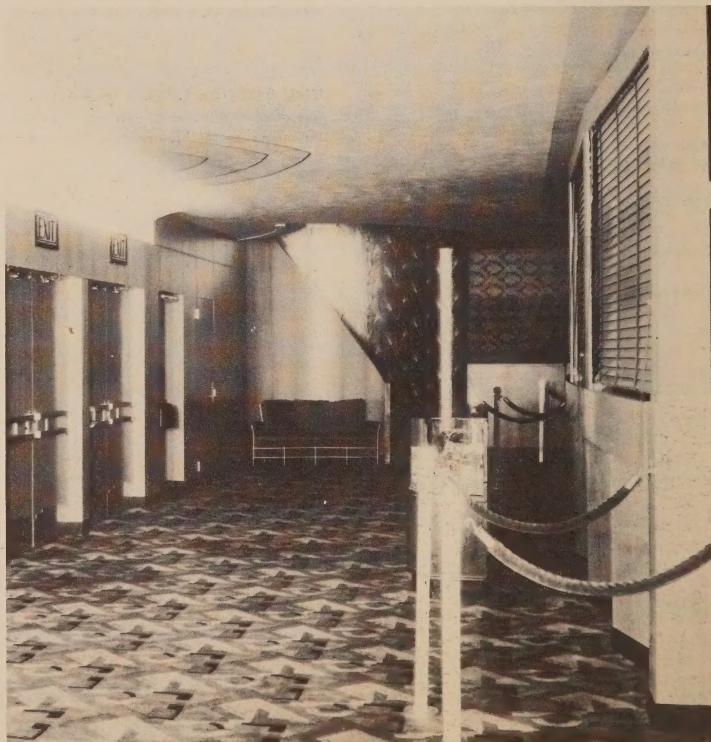
Another recent addition to the growing Kallet chain is this one in Pulaski, New York. Designed by architect George H. Ketcham, its design is in keeping with the modern theme that has been designed into other new Kallet structures. Here the touches of the real showman are easily discernible.

1939 PRESENTATION No. 30

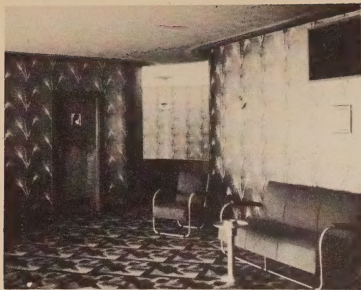
The New
KALLET
Pulaski, N. Y.



Owner: Kallet Theatres, Inc.
Architect: George H. Ketcham



THE STANDEE ROOM is neither large nor elaborate but adequately covers the needs of the theatre. The walls have been covered with a satin finished veneer panelling that gives a rich but simple effect. Note that a candy counter is used here rather than the more preferred candy machine.



THE LOUNGE located on the second floor with the men's and ladies' room entering into it. Specially designed fabric covers the walls.

REFERENCE FACTS

Size of Lot: 60x125

Seating Capacity: 700

Cost Without Ground: \$65,000

Acoustical Treatment—Composition board. Manufactured by National Gypsum Co.

Air Conditioning—Forced air ventilation.

Carpets—Special design. Manufactured by Alexander Smith & Sons Co.

Chairs—Manufactured by Heywood-Wakefield Co.

Construction Material—Cinder block, concrete and Vitrolite structural glass. Vitrolite manufactured by Libbey-Owens-Ford Glass Co. Installed by Syracuse Glass Co.

Curtain Controls—Vallen. Manufactured by Vallen, Inc.

Decorator—Richard's Bel-Art Studio.

Display Frames—Manufactured by Stanley Frame Co.

Furniture—Manufactured by Warren—MacArthur Corp.

Projection Lamps—Strong High Intensity. Manufactured by Strong Electric Corp.

Projectors—Simplex. Manufactured by International Projector Corp.

Rectifiers—Forest. Manufactured by Forest Mfg. Co.

Rubber Mats—Red and blue. Manufactured by American Mat Co.

Screen—Hurley. Manufactured by Hurley Screen Co.

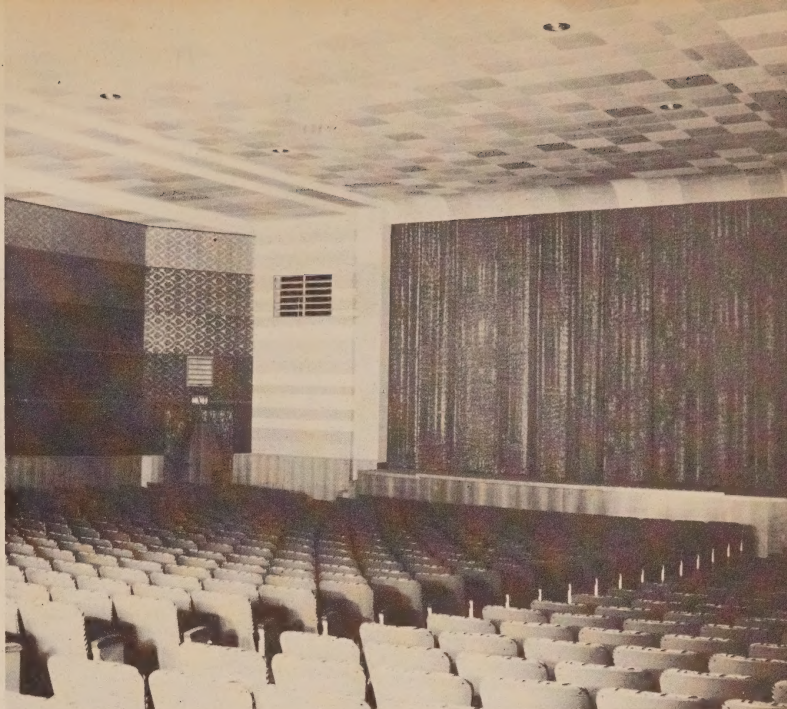
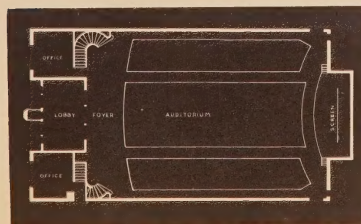
Sign and Marquee—Manufactured and erected by Flexlume Sign Corp.

Sign Letters—Adler. Manufactured by Adler Sign Letter Co.

Sound—Manufactured by Western Electric.

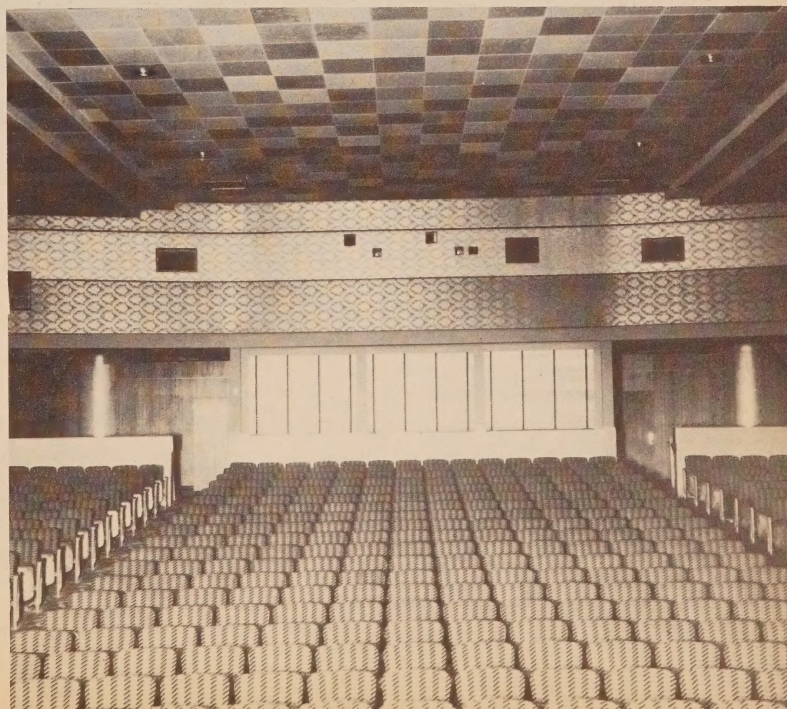
Supply Dealer—C. Fred Boyd.

Ticket Register—General Register. Manufactured by General Register Corp.



THE AUDITORIUM is of simple design. Walls are covered in varied colored fabrics, and have a veneer panel wainscot. The proscenium is of square finish design with the ceiling of acoustical tiles curving down slightly to hide the top of the stage curtain and curtain track. On the front wall beside the proscenium can be seen the grill for the forced air ventilating system.

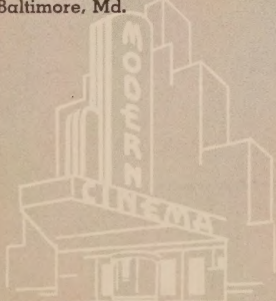
THE AUDITORIUM looking toward the rear, allows for an excellent view of the brightly patterned chair covering. The standee rail across the center bank of chairs has panels of glass extending to the floor of the projection booth. Venetian blinds have been installed here to cut off the view of the screen so that it is not visible to patrons as they enter the standee room.





1939 PRESENTATION No. 31

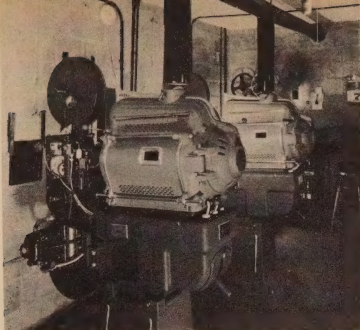
The New
MONROE
 Baltimore, Md.



Owner: Monroe Theatre Company
 Architect: David H. Harrison

THE FRONT as it appears at twilight with the shadows not yet deep enough to give sharp contrast to the sign letters and lighting. The entire facade is of buff face brick with dark face brick trim. On right of the theatre entrance is a store front suitable for a confectionery.

The erection of this house is just another indication of the progressiveness of this city's showmen. In the past few years, the modernization of old theatres and the construction of new ones has increased tremendously in Baltimore. In this instance, though the architect had an unwieldy floor area to contend with, he has given his clients a small capacity house of which they can be proud.



THE BOOTH has been equipped with the most up-to-date sound and projection equipment. Large and cheery, it is conducive to efficient operation.

REFERENCE FACTS

Size of Lot: 35x132

Seating Capacity: 500

Cost Without Ground: \$30,000.00

Acoustical Treatment—Sabonite acoustical plaster on ceiling. Sabonite manufactured by U. S. Gypsum Co.

Air Conditioning—Carrier refrigeration system. Installed by Air Conditioning, Inc.

Carpets—Modern design in gold and burgundy on a claret field. Manufactured by Philadelphia Carpet Co.

Chairs—Red and blue leatherette seat and back. Manufactured by International Seat Corp.

Construction Materials—Brick, concrete, cinder block and steel.

Curtain Controls—A.D.C. Manufactured by Automatic Devices Co.

Decorator—Novelty Scenic Studios, Inc.

Display Frames—Manufactured by D. C. Poster Co., Inc.

Draperies and Stage Curtains—Yellow brocade, and coral velour. Manufactured by Novelty Scenic Studios, Inc.

Generators—Manufactured by Century Electric Co.

Lighting Fixtures—Atlantic Electrical Supply Co., Inc.

Projection Lamps—Manufactured by Strong Electric Co.

Projectors—Motiograph. Manufactured by Motiograph, Inc.

Screen—Dalite. Manufactured by Dalite Screen Co.

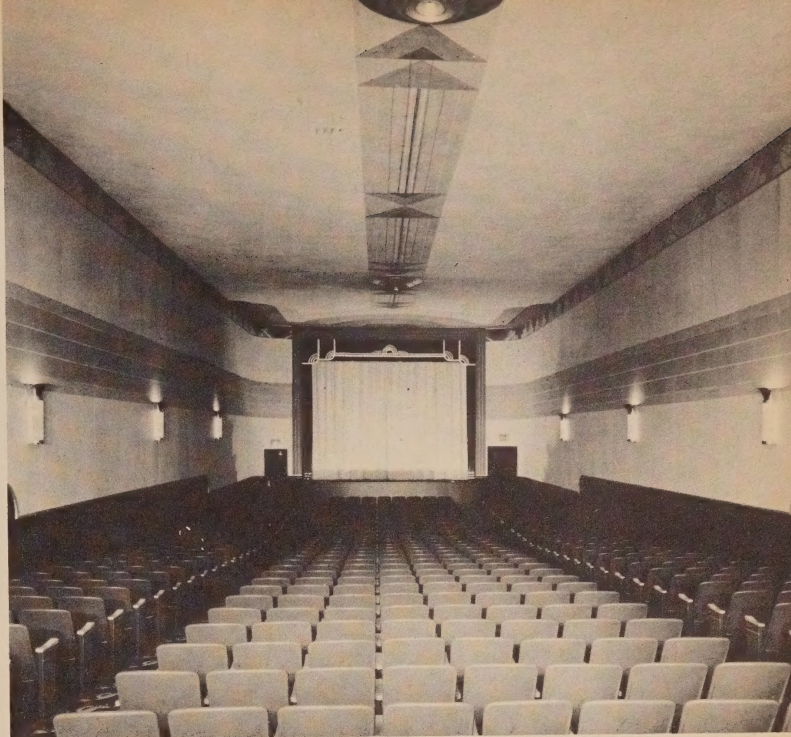
Sign and Marquee—Fabricated and erected by Triangle Sign Co.

Sign Letters—Adler. Manufactured by Adler Sign Letter Co.

Sound—Manufactured by Western Electric Co.

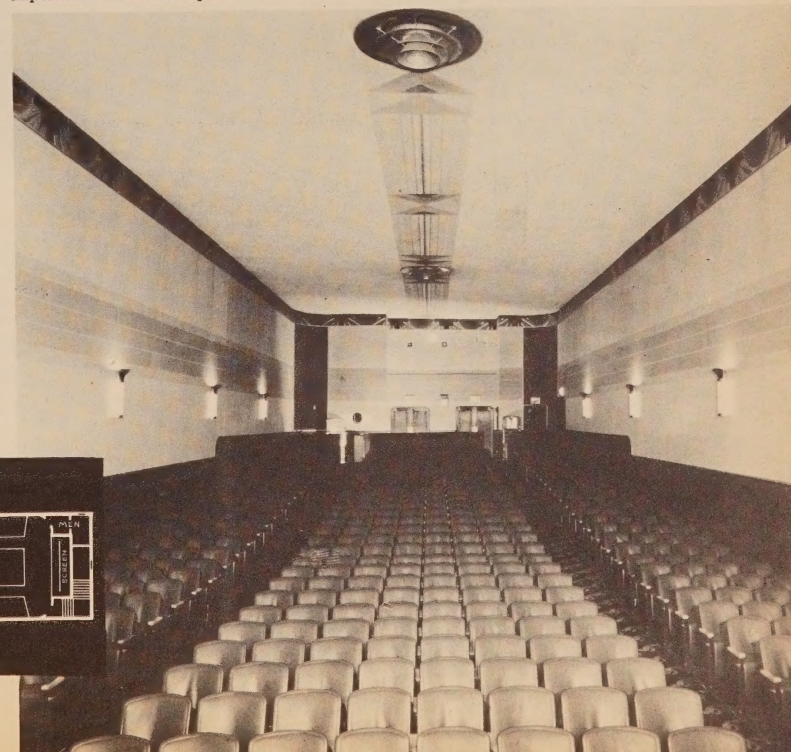
Supply Dealer—J. F. Dusman

Ticket Register—Manufactured by General Register Co.



THE AUDITORIUM, looking toward the front is bare of ornamentation. The walls have no adornments other than the lighting fixtures and a broad colored decorative band which runs the length of the room and connects with the proscenium. The ceiling is of Sabonite acoustical plaster and anemostats have been placed at intervals along the painted decorative strip visible in this view.

THE AUDITORIUM, looking toward the rear, gives a good idea of the great length of the room. Although the house is lengthy, it is rather narrow and in order to get the most number of seats into it, the standee room had to, of necessity, be small. But even with such a small space, room was found for two candy machines. The owners realizing their importance in theatre operation.



MODERN SUPPLY DEALERS

Number 10 of a Monthly Presentation
of the Leading Dealers in the East
THEATRE SERVICE AND SUPPLY CO.
122 Arlington Street, Boston, Mass.

The Theatre Service and Supply Company, of which Edward Comi is proprietor, devotes its commercial activities particularly to service and maintenance of equipment. Their shop is one of the largest in the country for the exclusive repairing of motion picture projection equipment. The personnel of the organization, shown on this page, includes Edward Comi, Jerry Tabb, shop superintendent; Paul Peletier, bookkeeper; Wendell Rogers, installation manager. Mr. Comi is a veteran in the business and has been at the head of this organization for the past seven years. In his years in the business he has done much to help improve projection equipment. The rear shutter is one of his inventions, the patent of which he sold in 1926. Formerly superintendent of National Theatre Supply Company, he took with him his present shop superintendent Jerry Tabb when he entered the business for himself. Mr. Comi's father was the first exhibitor in Vermont.



EDWARD COMI, specialist in projection equipment and for the past seven years the proprietor of Theatre Service and Supply Co.





THE FRONT is faced with black and ivory Vitrolite which has been trimmed with stainless steel bands. A small, simply designed triangular marquee carries the theatre name as well as that of the current attraction and though not massive it adequately fills this small town theatre's needs.

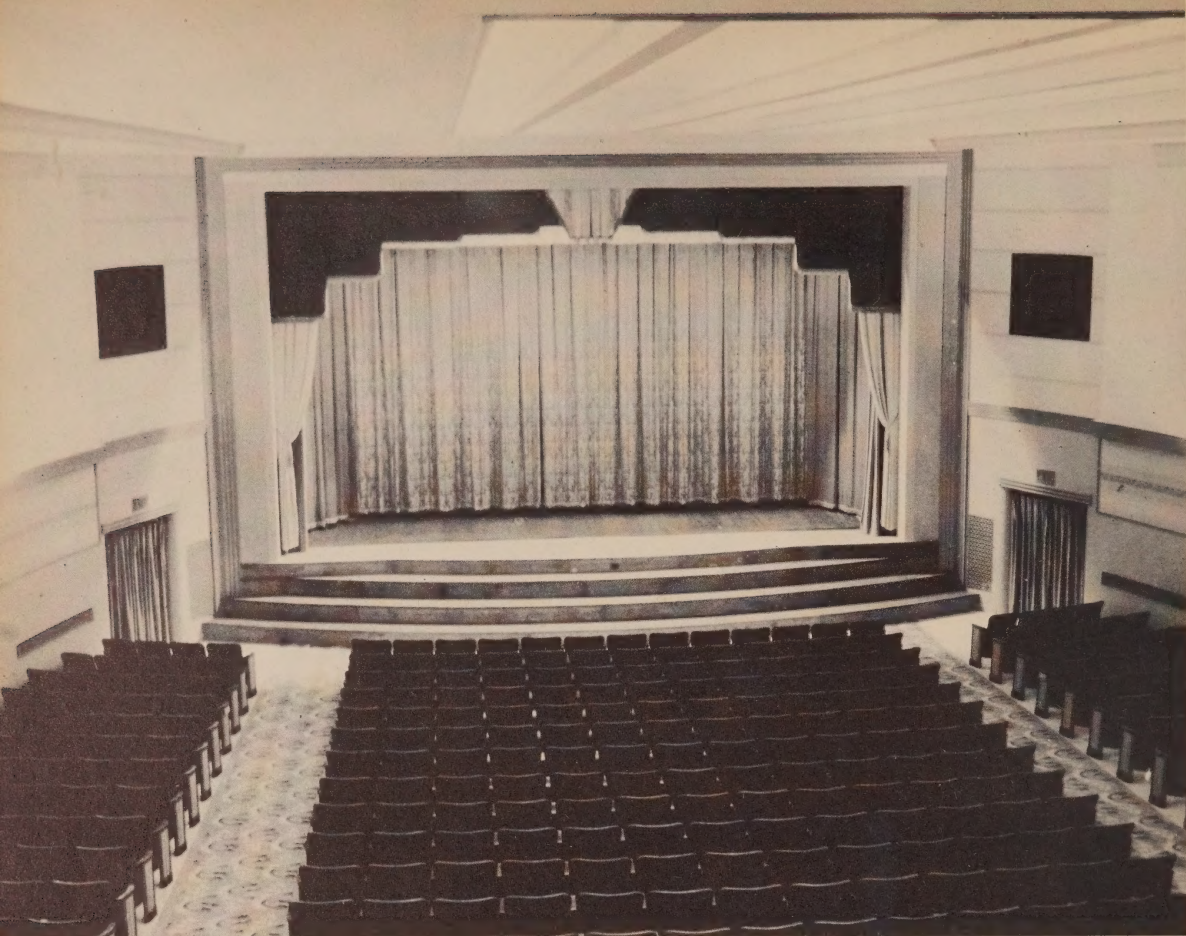
The Editors of **BETTER MANAGEMENT** are proud to present to its readers this modern 599-seat house recently erected in the town of Orleans, Massachusetts. Though the town boasts of a population numbering less than 2500, Mrs. Bertha M. Wilcox was able to visualize the need for a modern show-shop in the community. Constructed at a nominal cost, it is one that the smart independent exhibitor will give his attention to for future reference.

1939 PRESENTATION No. 32

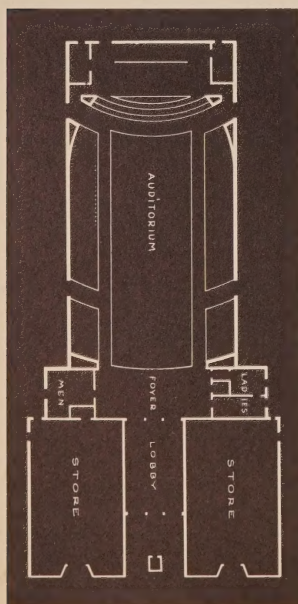
The New
ORLEANS
Orleans, Mass.



Owner: Mrs. B. M. Wilcox
Architect: Herman L. Freer



THE PROSCENIUM, is perfectly plain, its only claim to distinction being the set of steps leading from the auditorium floor to the stage. Extending the full width of the auditorium, it allows for a stage large enough for the presentation of stage shows, if planned on a not too elaborate a scale. Note that on either side of the proscenium two grilles have been set in, the lower ones for heating and the upper for summer cooling.



REFERENCE FACTS:

Size of Lot: 54 x 170

Seating Capacity: 599

Cost Without Ground: \$70,000

Acoustical Treatment—Armstrong Temlok Tiles. Manufactured by Armstrong Cork Products Co.

Air Conditioning—Installed by Capitol Engineering Co.

Carpets—Crestwood. Modern design in red, yellow and green. Manufactured by Alexander Smith & Sons Co.

Chairs—Manufactured by American Seating Co.

Construction Materials—Brick, steel and Vitrolite structural glass. Vitrolite manufactured by Libbey-Owens-Ford Glass Co.

Curtain Controls—Vallen. Manufactured by Vallen, Inc.

Decorator—Capitol Theatre Supply Co.

Display Frames—Manufactured by National Interior Finish Co.

Draperies and Stage Curtains—Manufactured by Capitol Theatre Supply Co.

Furniture—Royal Chrome. Manufactured by Royal Metal Manufacturing Co.

Generators—Robin Imperial. Manufactured by J. E. Robin, Inc.

Projection Lamps—Brenkert Enarc. Manufactured by Brenkert Light Projection Co.

Projectors—Motiograph Model K. Manufactured by Motiograph, Inc.

Screen—Dalite. Manufactured by Dalite Screen Co.

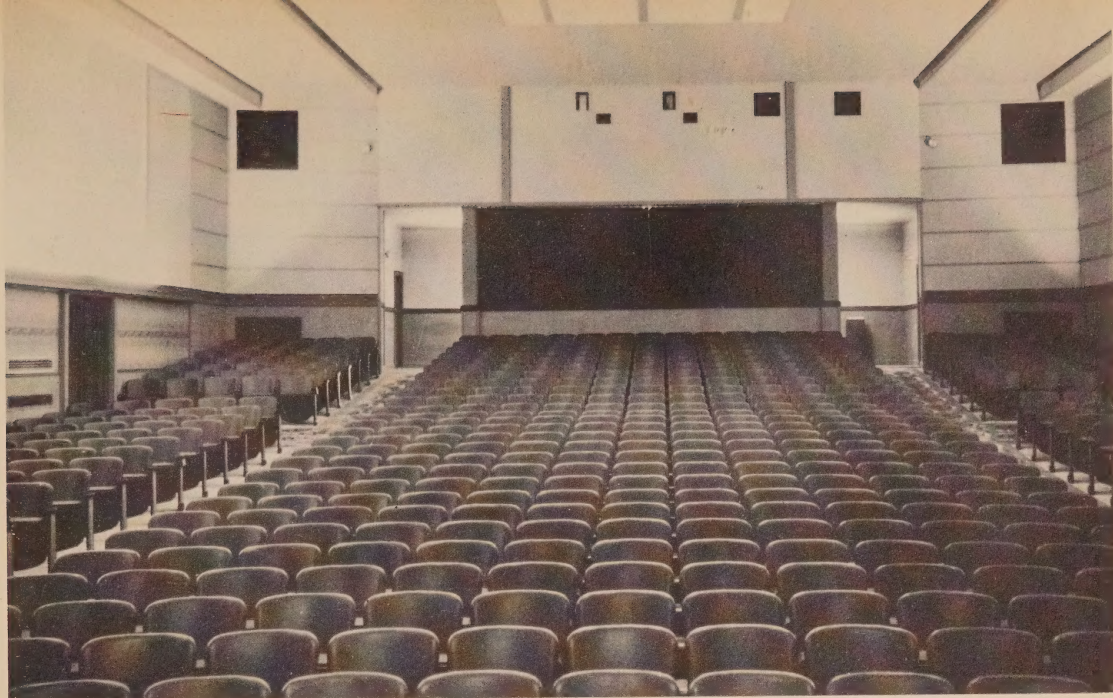
Sign and Marquee—Fabricated and erected by Louis Score Co.

Sign Letters—Manufactured by Wagner Sign Service, Inc.

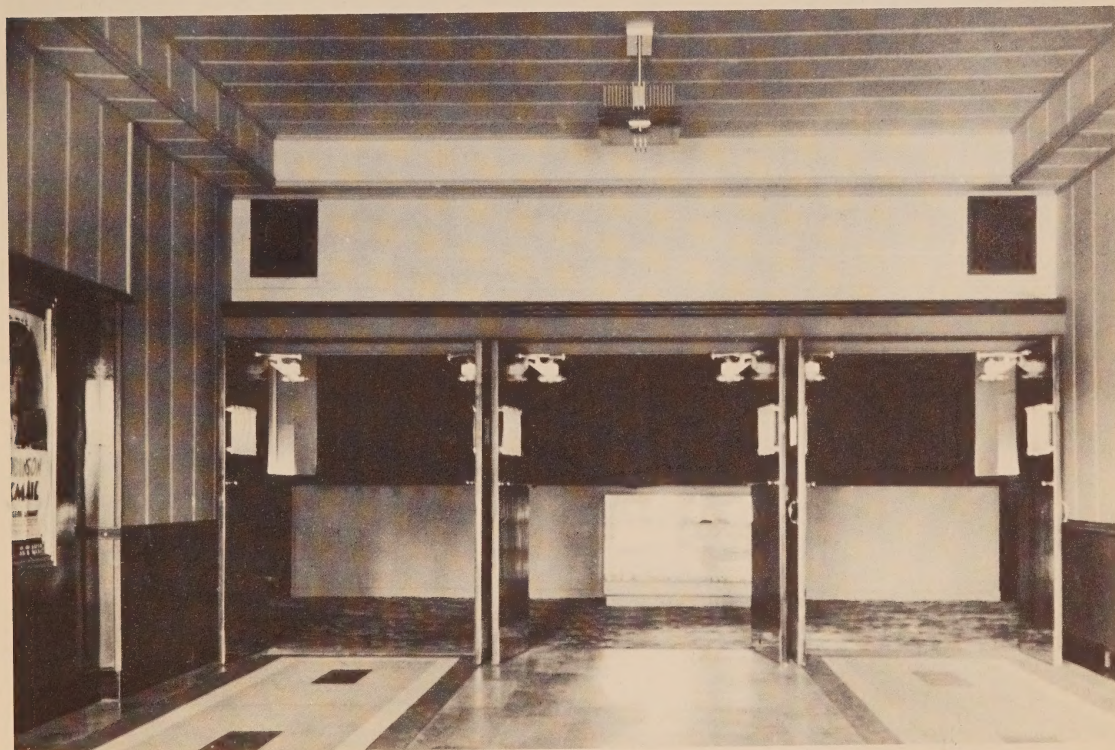
Sound—Motiograph-Microphonic. Manufactured by Western Electric Co.

Supply Dealer—Capitol Theatre Supply Co., Boston, Mass.

Ticket Register—General Register.



THE AUDITORIUM, looking from the stage. shows the modest simplicity of the overall design. The lighting here emanates from three troughs placed in a ceiling recess. Armstrong Temlok Tiles cover the walls and ceiling for perfect acoustical results. Heavy drapes have been hung across the back of the middle bank of chairs thereby cutting off the viewing of the screen from the center of the standee room.



THE LOBBY looking toward the standee room, has vertical panels on the sidewalls to accentuate the height of this room. Here both rubber matting and linoleum have been used for floor coverings. The linoleum covers the center while perforated rubber matting has been used on the sides where patron traffic is the heaviest. Through the doors can be seen the candy counter which is used here in preference to the automatic candy machines more popular in metropolitan areas.



1939 PRESENTATION No. 33

The New
PENN
Titusville, Pa.



Owner: Warner Brothers
Architect: Victor A. Rigamont

THE EXTERIOR is without ornamental ginger-bread or lavish design. Straight construction lines plus a marquee built to attract patrons and not just to decorate are the only features discernible here. However, it should be noted that several shades of face brick were used in the facade to break up what would otherwise have been a monotony.

Though it is situated outside the territory ordinarily served by this publication, the Editors deemed this theatre's construction merits worthy of attention in **BETTER MANAGEMENT**. Pittsburgh architect Victor Rigamont, in association with Warner Brothers' Herman R. Maier, capably fulfilled the assignment given him: to plan a theatre which upon its completion, would be all that a modern cinema palace should be, one that would be able to compete in design with the best of the Metropolitan area's neighborhood deluxers.

REFERENCE FACTS:

Seating Capacity: 1000

Cost Without Ground: \$100,000

Acoustical Treatment—Rock wool and fabric.

Air Conditioning—Deep well system. Manufactured and installed by American Heating and Ventilating Co.

Carpets—Modern design Crestwood. Manufactured by Alexander Smith & Sons Co.

Chair—Full upholstered back and spring edge seat. Manufactured by Ideal Seating Co.

Construction Materials—Brick, steel, concrete and Carrara structural glass. Carrara manufactured by Pittsburgh Plate Glass Co.

Curtain Controls—Vallen. Manufactured by Vallen, Inc.

Decorator—Rambusch Decorating Co.

Draperies and Stage Curtains—Manufactured by Charles H. Kenney Studios.

Furniture—Manufactured by Whitcomb-Meyer Co.

Projection Lamps—Ashcraft. Manufactured by Ashcraft Mfg. Co.

Projectors—Super Simplex. Manufactured by International Projector Corp.

Rectifiers—B. & L. Westinghouse. Manufactured by Westinghouse Electric Mfg. Co.

Rubber Mats—Manufactured by U. S. Rubber Co.

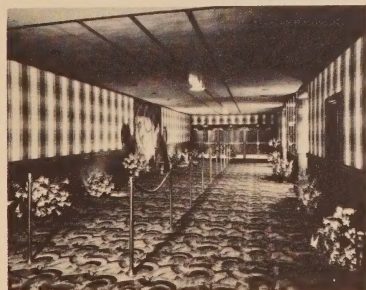
Sign and Marquee—Fabricated and erected by Outdoor Advertising Co. of Pittsburgh.

Sign Letters—Manufactured by Wagner Sign Service, Inc.

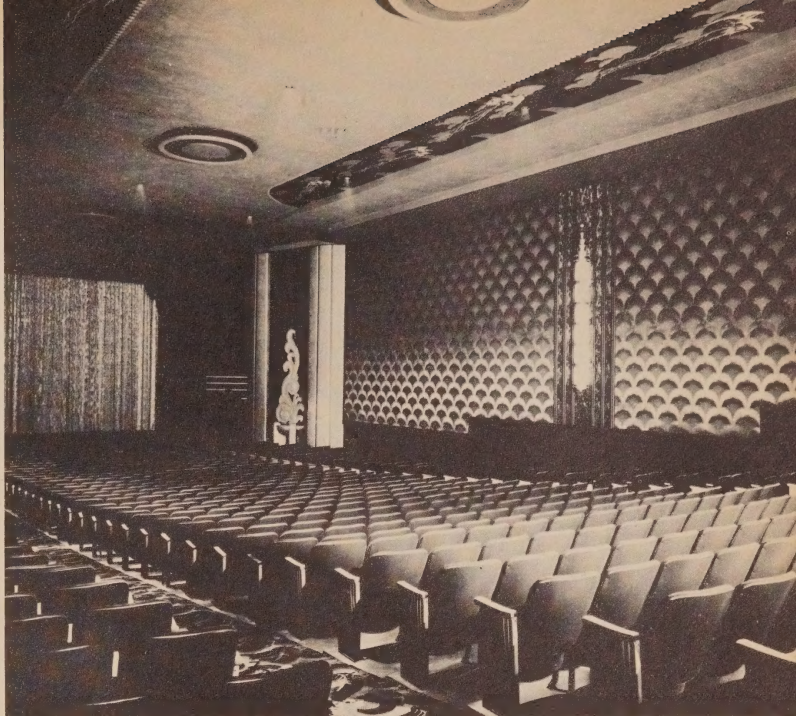
Sound—RCA. Manufactured by RCA Mfg. Co.

Supply Dealer—Continental Theatre Accessories, Inc.

Ticket Register—General Register.

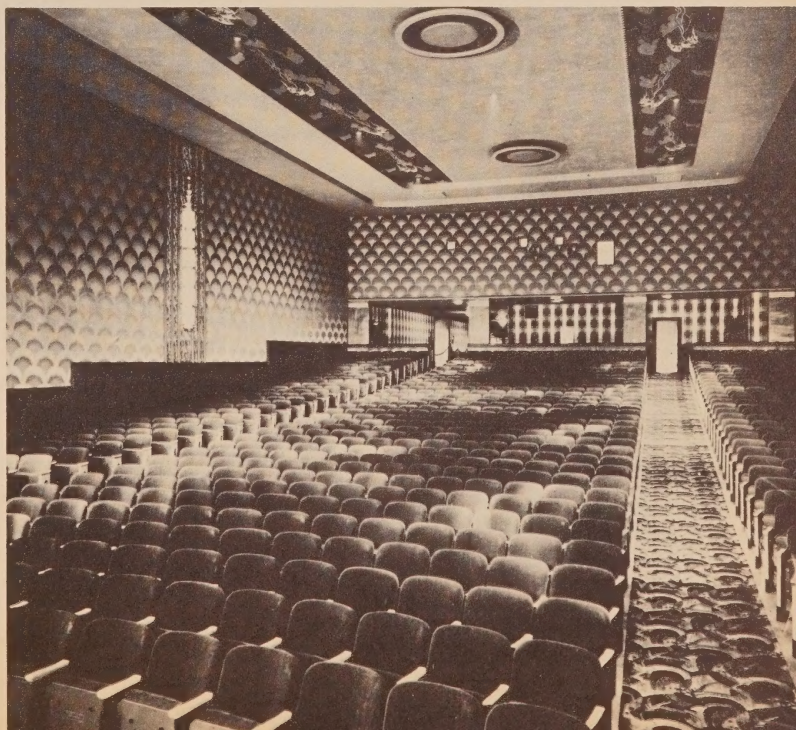


THE LOBBY is unusually long, and its decorative motif is the same as that of the standee room.



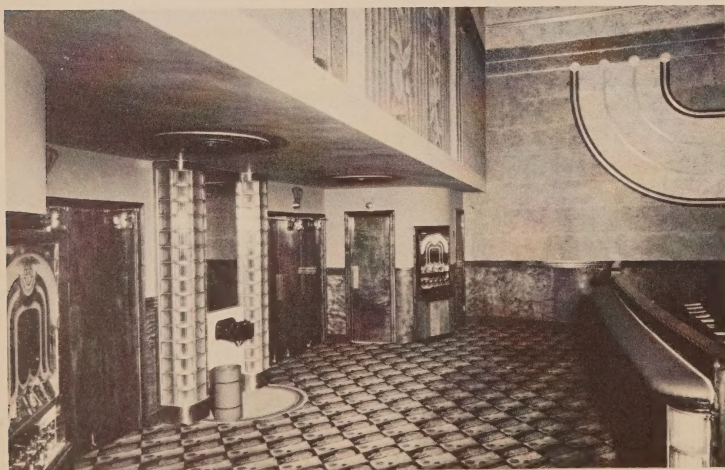
THE AUDITORIUM has been gayly decorated in a most modern theme which assures the theatre's patrons a pleasant setting in which to view the cinematic offerings. The brightly colored fabric on the side walls, aside from being a decorative touch, assists in the absorbing of sound to prevent echoes.

THE AUDITORIUM, looking toward the rear, permits the obtaining of a much broader glimpse of the decorative scheme. On the ceiling, broad bands with a floral design on a deep colored background run the length of the auditorium to add an appearance of greater length to the overall effect.





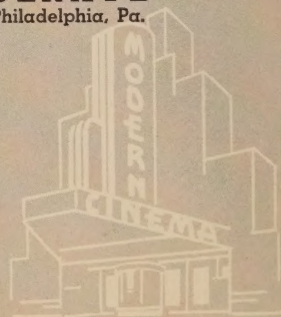
THE FRONT of this recently renovated house is a definite departure from the architectural theme used before. Modern in every respect, it is a real cause for added boxoffice receipts. Black ivory Carrara structural glass trimmed with stainless steel covers the entire facade. An almost triangular marquee with much space for current attractions, makes this house the bright spot of the neighborhood.



THE STANDEE ROOM is not large and the two candy machines shown here have been built into the wall to allow extra space. A modern drinking fountain with columns of glass blocks flanking it, is the highlight of this part of the house.

1939 PRESENTATION No. 34

The Renovated
SENATE
Philadelphia, Pa.



Owner: Sol Amusement Co.
Architect: David Supowitz



THE PROSCENIUM theme from this angle seems to be oddly different, giving the appearance of being entirely covered with fabric and of the same general pattern as the stage curtain, though in a darker shade. The decorative scheme for the rest of the house is perfectly balanced with the modern motif not being overdone. In the foreground, we note the standee rail with its leather upholstered arm rest and illuminated glass block aisle head.

REFERENCE FACTS:

Size of Lot: 41 x 132

Seating Capacity: 650

Cost of Renovation Including Equipment: \$65,000

Acoustical Treatment—Thermax walls. Manufactured by Northwest Magnesite Co.

Air Conditioning—Frigidaire system. Manufactured by General Motors Corp. Installed by Elliott-Lewis Co.

Carpets—Crestwood. Red design on an amber orange field. Manufactured by Alexander Smith & Sons Co.

Construction Material—Blue and ivory Carrara structural glass. Manufactured by Pittsburgh Plate Glass Co.

Chairs—Blue upholstered back with red leather spring-edge seat. Manufactured by Irwin Seating Co.

Curtain Controls—Vallen. Manufactured by Vallen, Inc.

Decorator—Philadelphia Decorating Co.

Draperies and Stage Curtains—Manufactured by American Drapery Co.

Generators—Hertner. Manufactured by Hertner Electric Co.

Lighting Fixtures—Voigt. Manufactured by Voigt Co.

Projection Lamps—Peerless Magnarc. Manufactured by J. E. McAuley Mfg. Co.

Projectors—Super Simplex. Manufactured by International Projector Corp.

Rubber Mats—Manufactured by O. W. Jackson Co.

Screen—Walker white. Manufactured by Walker American Co.

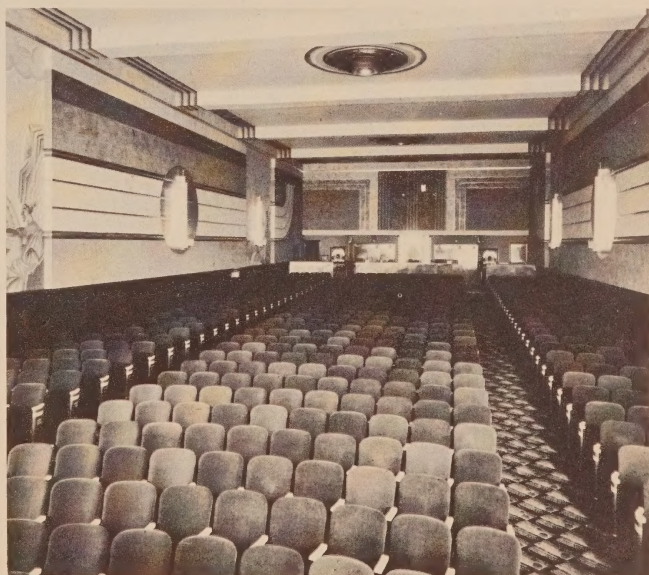
Sign and Marquee—Fabricated and erected by Apex Sign Co.

Sign Letters—Adler. Manufactured by Adler Sign Letter Co.

Sound—RCA. Manufactured by RCA Mfg. Co.

Supply Dealer—National Theatre Supply Co.

Ticket Register—General Register.



THE AUDITORIUM, looking toward the rear, reveals a most interesting touch, in the manner in which the rear wall design has been worked into that of the side walls and ceiling without bringing into play the broad bands of color used on the side walls.

MODERN SUPPLY DEALERS

Number 11 of a Monthly Presentation
of the Leading Dealers in the East
NATIONAL THEATRE SUPPLY CO.
1039 Broadway, Albany, New York

One of the smaller branches of the NTS chain of supply stores is this one in Albany, New York, managed by O. E. Williams. As you probably would have guessed, he is the gentleman behind the desk in the top-most photo in this pictorial layout. Because the branch is small, we should not construe Mr. Williams as one of the lesser lights among NTS managers, for his wide experience in the equipment field and years of service with NTS places him in the upper strata of equipment store managers.





THE EXTERIOR AT NIGHT is cheerfully illuminated from many sources, back-lighted glass block on both sides of the entrance obtaining the most striking results. Tan and cream glazed brick, with blue and sun-tan Vitrolite structural glass for embellishment, has been used as the facade covering. The upright sign above the marquee is mounted on a massive brick pylon flanked by two angular columns of Vitrolux glass to form an interesting pattern.



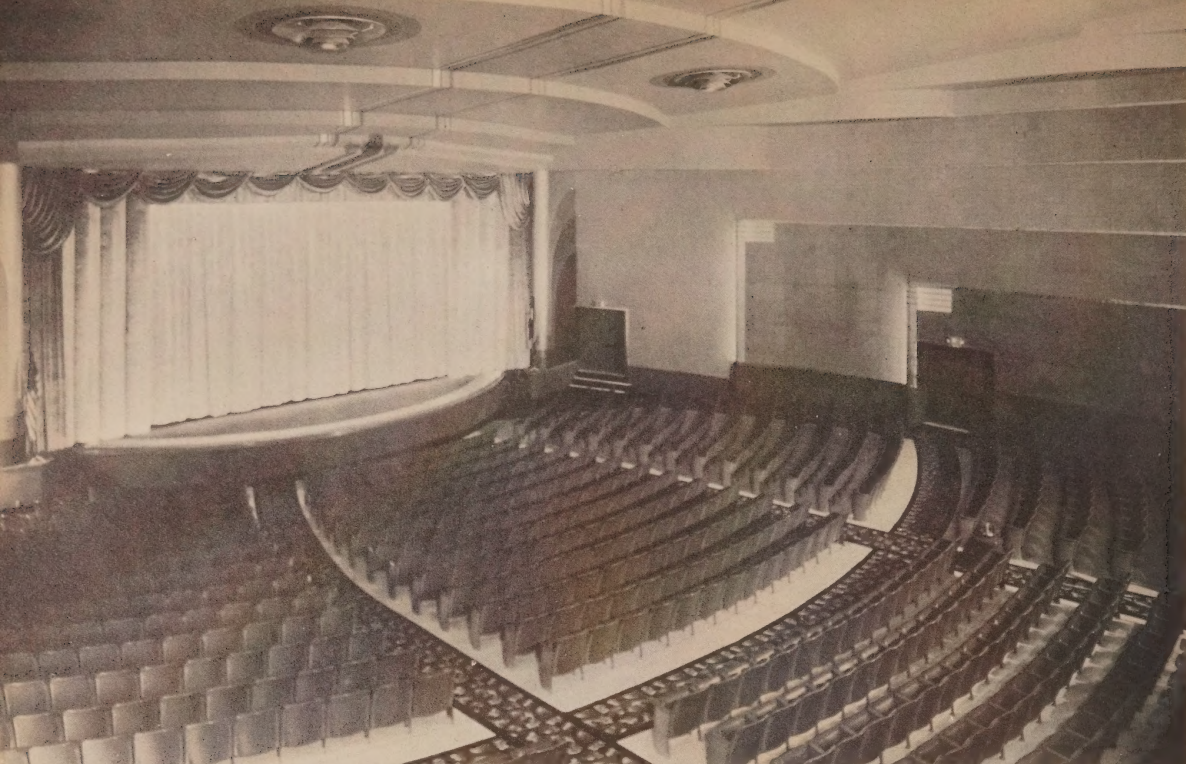
ANOTHER EXTERIOR VIEW, this one made during the daylight hours, allows a more comprehensive visualization of the front structure. Note here the interesting patterns formed by the glazed brick on the store fronts.

1929 PRESENTATION No. 35

The New
SHORE
Wildwood, N. J.



Owner: William C. Hunt
Architect: Thalheimer & Weitz



THE PROSCENIUM, is brilliantly enhanced by colorful curtains and valances in coral and silver. The pattern of columns on either side are silver leaf and blend with the color scheme of the front walls which are in graduated tones of coral on a silver leaf background.



THE STANDEE ROOM has been richly carpeted in a floral design of yellow, fawn, green and black. The standee rail in the foreground is concrete with a glass baffle atop it. Metal fins hold the glass firm.



THE LOBBY looking toward the standee room, where can be seen the attractiveness of the modern, glass-block standee rail. The doors shown are of natural birch and are very rich in appearance.

REFERENCE FACTS:

Size of Lot: 190x92

Seating Capacity: 1407

Cost Without Ground: \$104,000

Acoustical Treatment—Acoustone tiles. Manufactured by U. S. Gypsum Co. Anemostats manufactured by Anemostat Corp. of America.

Air Conditioning—Deep well system. Installed by Pierce-Phelps, Inc.

Carpets—Floral design in autumn shades. Manufactured by Bigelow-Sanford Co.

Chairs—American Bodiform. Turquoise mohair padded back and leather spring edge seat. Manufactured by American Seating Co.

Curtain Controls—Vallen. Manufactured by Vallen, Inc.

Construction Material—Blue and sun tan Vitrolite structural glass and glazed brick. Vitrolite manufactured by Libbey-Owens-Ford Glass Co.

Decorator—Paramount Decorating Co.

Draperies and Stage Curtains—Manufactured by Paramount Decorating Co.

Furniture—Manufactured by Fredrick Weinberg.

Generators—Hertner. Manufactured by Hertner Electric Co.

Lighting Fixtures—Built-in wall fixtures. Sperti lamps in ceiling. Sperti Lamps manufactured by Sperti Co.

Projection Lamps—Peerless Magnarc. Manufactured by J. E. McAuley Mfg. Co.

Projection Machines—Super Simplex on Super Simplex bases. Manufactured by International Projector Corp.

Rubber Mats—Manufactured by O. W. Jackson & Co.

Screen—Walker. Manufactured by Walker American Corp.

Sign and Marquee—Fabricated and erected by Ripley & Silver.

Sign Letters—Wagner. Manufactured by Wagner Sign Service, Inc.

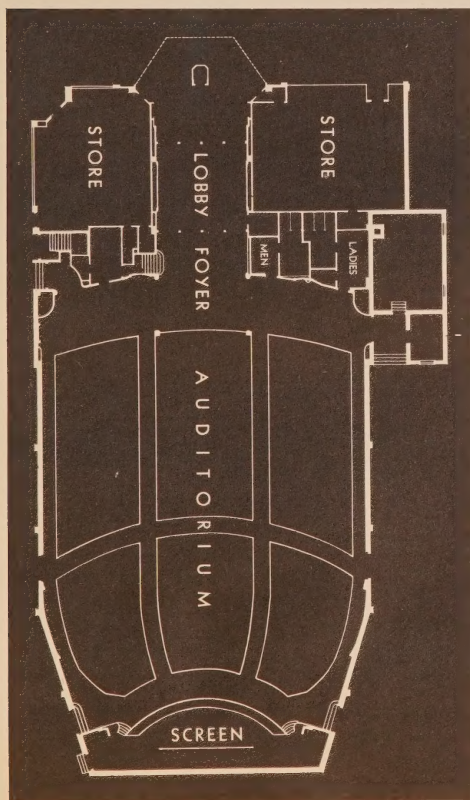
Sound—RCA. Manufactured by RCA Mfg. Co.

Supply Dealer—National Theatre Supply Co.

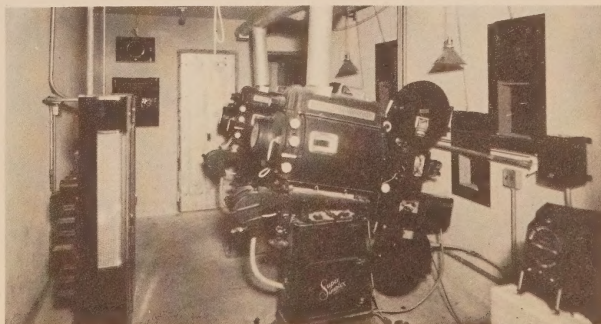
Ticket Register—General Register.



THE AUDITORIUM, looking toward the rear. Acoustone tiles have been used on the walls for acoustical perfection and decorated in several shades of coral. The seating arrangement, allowing the aisles to curve toward the screen, permits greater vision.



THE LADIES' LOUNGE has been meticulously appointed that it might meet the approval of the most fastidious of women patrons. The vanity and furnishings are bone white with turquoise upholstery on the stools and settee.



THE PROJECTION BOOTH has been equipped with the latest projection and sound equipment available. Here have been installed Simplex mechanisms and bases, Peerless lamps, RCA sound, Hertner generators, etc.

1939 PRESENTATION No. 36

The New

GREENDALE

Worcester, Mass.



Owner: Greendale Theatre Corp.

Architect: Blackall, Clapp,
Whittemore & Clark

A worthy addition to the twelve theatres now in operation in the City of Worcester is that recently erected in the Greendale section. A distinct departure from the orthodox designs for modern theatre exteriors, the house will, no doubt, receive much word-of-mouth publicity. It can be said that even though it is a far cry from the usual in theatre design, this type is by no means new to this section, many homes here being designed along similar lines.



THE EXTERIOR has all the appearances of a country church and could very easily be mistaken for such if the show billing were removed. A box-like marquee erected on top of a small portico and displaying the current attraction in modern silhouette letters is the only touch of the modern in theatre construction visible here. Surmounted by a weather vane, the large cupola with many lights of glass, through which at night the interior lighting shines, is a nice touch of showmanship.

REFERENCE FACTS:

Seating Capacity: 754

Cost Including Equipment: \$105,000

Acoustical Material—Acoustical plaster. Gold Bond Tiles, Nu-Wood. Gold Bond manufactured by National Gypsum Co. Nu-Wood manufactured by Wood Conversion Co.

Air Conditioning—Artesian well water system.

Carpets—Rust and brown. Manufactured by Alexander Smith & Sons Co.

Chairs—American Bodiform. Full upholstered mohair and velour. Manufactured by American Seating Co.

Construction Material—Brick and steel.

Curtain Controls—A.D.C. Manufactured by Automatic Devices Co.

Decorator—Novelty Scenic Studios, Inc.

Draperies and Stage Curtains—Manufactured by Novelty Scenic Studios, Inc.

Lighting Fixtures—Indirect lighting. Manufactured by N. B. Foster Co.

Projection Lamps—Strong Mogul D. High Intensity. Manufactured by Strong Electric Co.

Projectors—Simplex. Manufactured by International Projector Corp.

Rectifiers—Strong Copper-Oxide. Manufactured by Strong Electric Corp.

Screen—Dalite. Manufactured by Dalite Screen Co.

Sign Letters—Wagner. Manufactured by Wagner Sign Service, Inc.

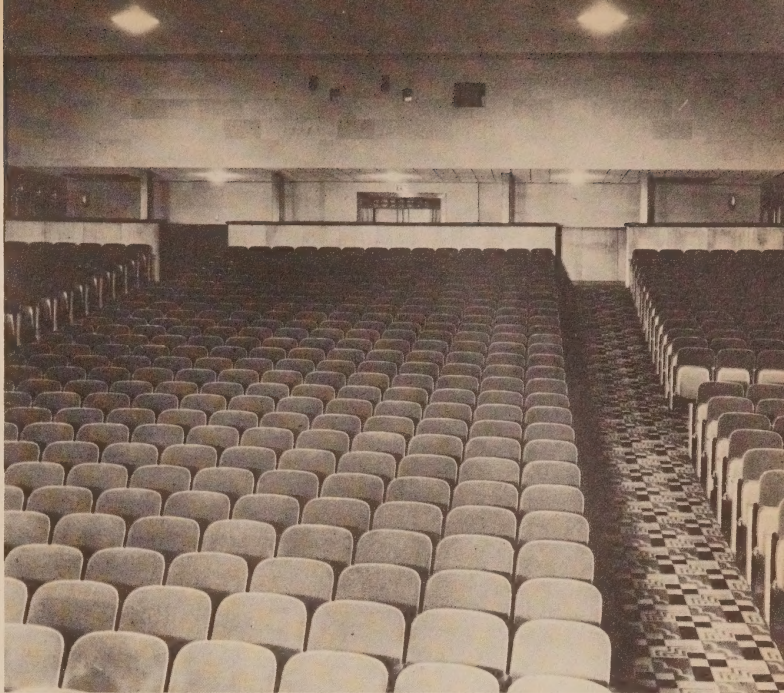
Signs and Marquee—Fabricated and erected by Eagle Advertising Co.

Sound—Simplex 4 Star. Manufactured by International Projector Corp.

Supply Dealer—Joe Cifre, Inc.



THE PROSCENIUM is decorated simply with drapes and valances in solid colors. On either side, high off the auditorium floors, are grilles through which the conditioned air from the house's artesian well water system passes. These grilles are set in veneered paneling which runs to the ceiling at these points, and is used as a dado for the walls.



THE AUDITORIUM is unpretentious in design. Straight lines without any "ginger-bready" embellishments is the foremost characteristic. Well carpeted aisles and comfortable upholstered chairs were thought more important here than the garish ornamentations often so unnecessary. One detail not overlooked was that of the acoustics. It can be noted that almost the entire room is finished in acoustical tiles.

THE FOYER might readily be the living room of any modern home. Veneered paneled walls, venetian blinds, and heavy pile broadloom carpet make a perfect setting for the room's fine appointments. An open fire-place finished in antique ivory with a square finished mirror placed over the mantel adds a touch of homey atmosphere seldom found in the theatre of today.



RECENTLY DESIGNED THEATRES

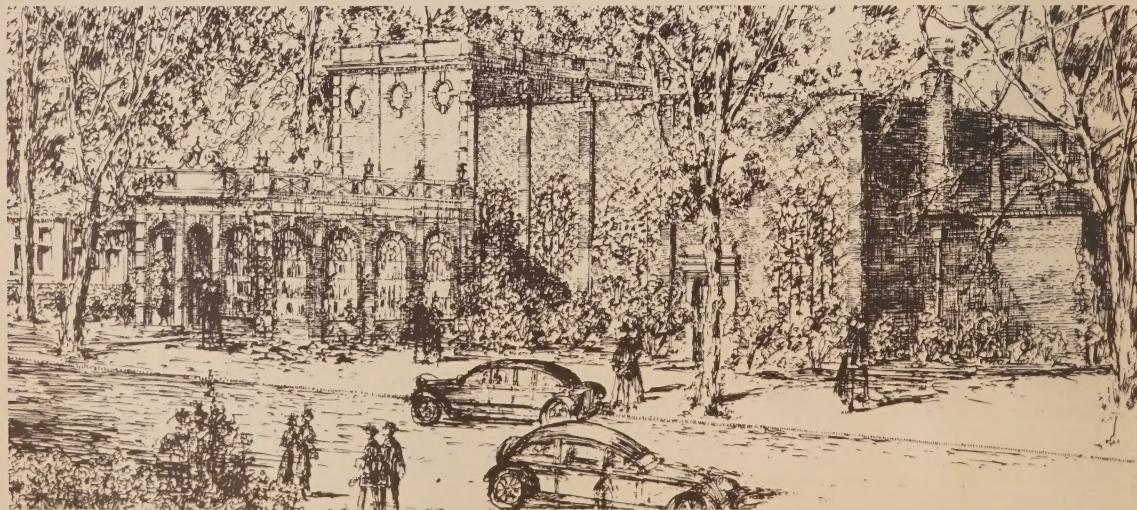
A good idea of the general trend in theatre construction activity in the Metropolitan East may be obtained from an inspection of the architects' sketches on these two pages. Work has already been started on some of the theatres shown.



HUNT'S CASINO, Wildwood, New Jersey, destroyed by fire, will be replaced by this modern theatre building, and will retain the cinema's old name. The new house, designed by William H. Lee, will seat 1175 patrons and will be modern in every detail.



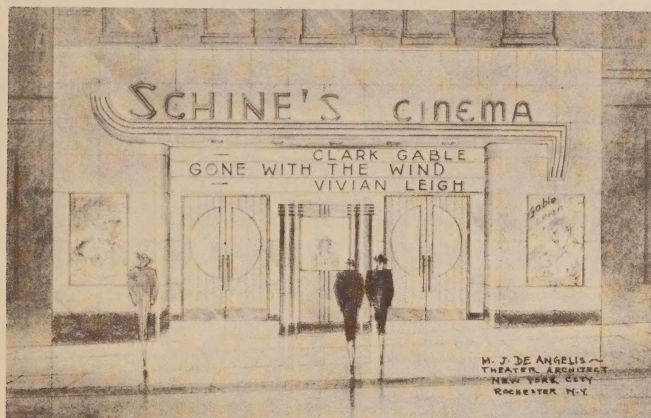
A PROPOSED theatre building, for Buffalo Properties, Inc., of which Vincent McFaul is president. The illustration reproduced was executed by architect Michael J. DeAngelis. Proposed location is Amherst, a suburb of Buffalo, New York.



A STRICTLY American colonial community playhouse designed by architect John Ebersson. It will be known as the Ridgefield Theatre and will be erected in Ridgefield, Connecticut. From the artist's conception reproduced here, it can be seen that architect Ebersson has spared no effort in creating for this small community a worthy reproduction of what a theatre in that locality might have been many years ago.



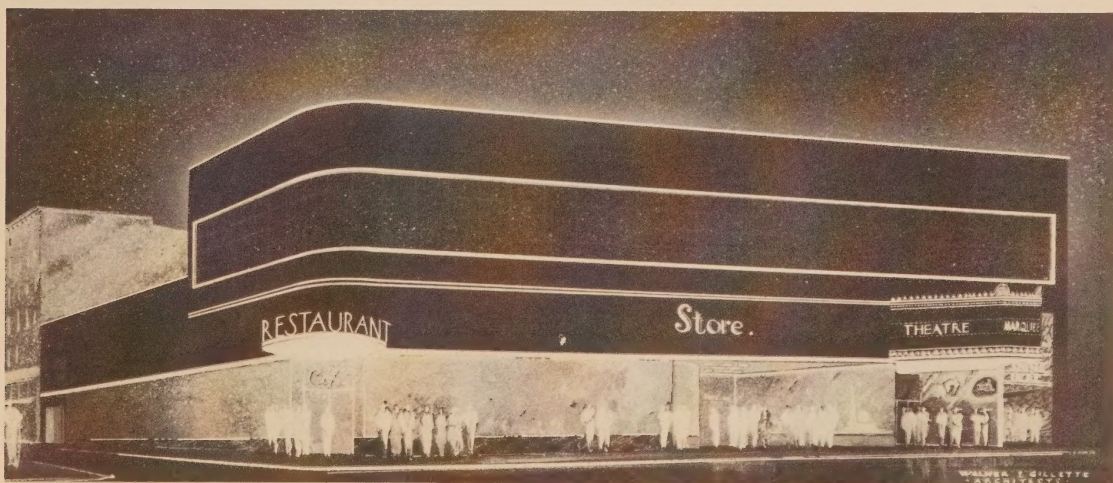
TO BE RENOVATED along the lines of the above illustration is the Rockland Theatre, Philadelphia. House is one of the Hunt circuit and plans for its renovation are being drawn by Thalheimer and Weitz, Philadelphia architects.



CONTEMPLATED by the Schine circuit for erection in Canandaigua, New York. Work will consist of the demolition of part of the building which now stands on the proposed site. Plans are being drawn by Michael J. DeAngelis, architect.



NOW UNDER CONSTRUCTION in Cincinnati, Ohio, is this new house designed by John Eberson and Frederick W. Garber, associated architects on this project. Building is owned by the Taft interests of Cincinnati.



TO BE ERECTED on the site of the old George M. Cohan theatre at 43rd and Broadway, New York City, is the theatre building reproduced here from a rendering submitted by Walker and Gillette, architects. Theatre will have a seating capacity of 600 and will be leased by the Waybro Theatre Corporation of New York City.

MODERN SUPPLY DEALERS

Number 12 of a Monthly Presentation
of the Leading Dealers in the East
AMUSEMENT SUPPLY CO., INC.
341 W. 44th Street, New York, N. Y.

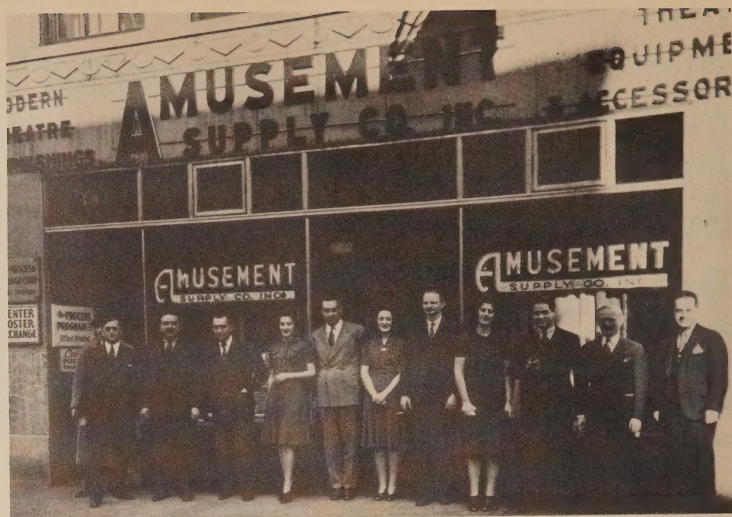
Established in 1926 by Joe Pear and Irving Moskowitz, this progressive independent supply house rapidly secured for itself an unsullied reputation among exhibitors along the Atlantic coast. Specializing in reconstruction and remodeling, a special department has been set up to handle this phase of the business under the management of Sidney Moss. The supply store itself is one of the busiest in the east and is supplemented by a large repair shop to give quick and efficient service to the store's patrons.



Irving Moskowitz

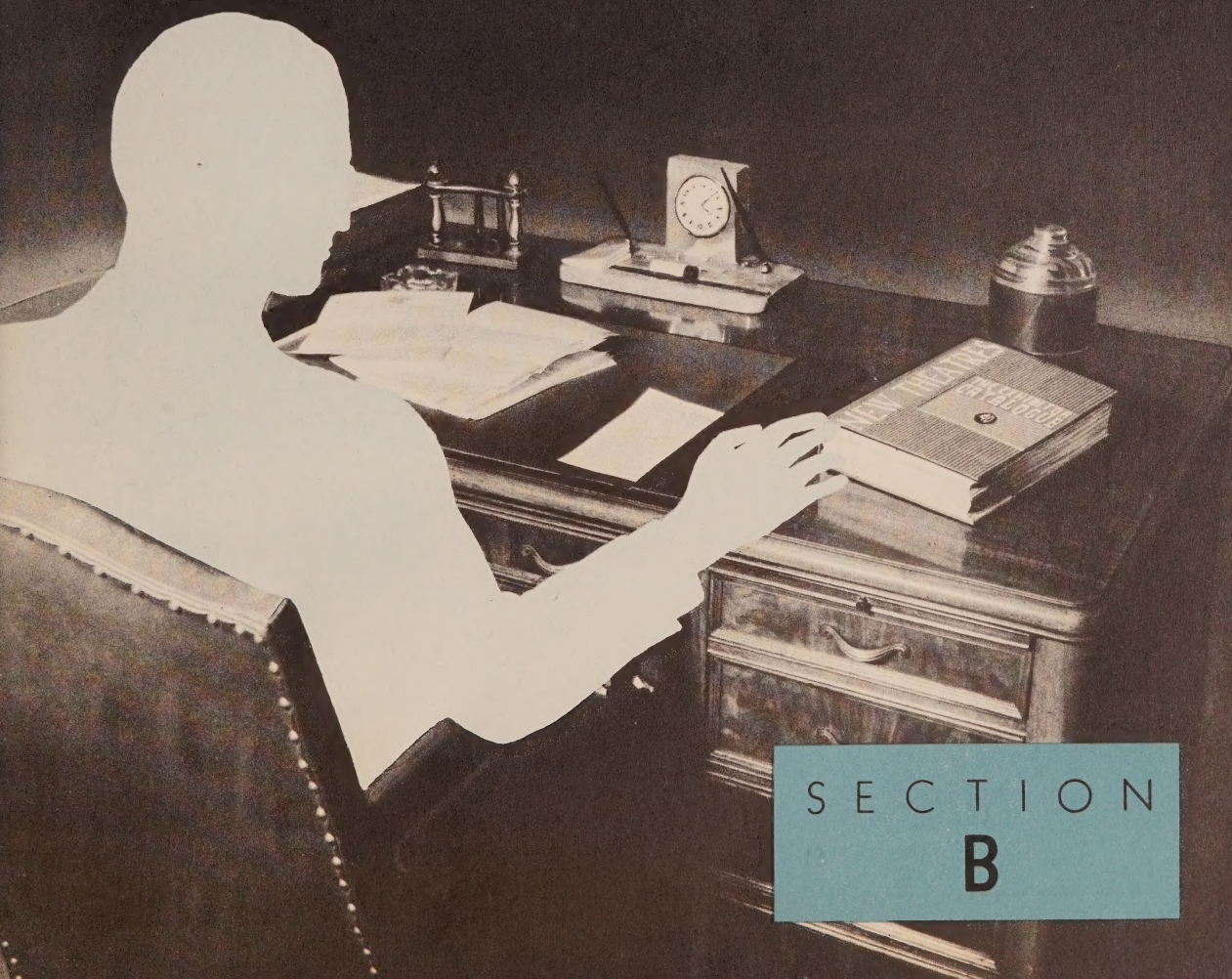


Joseph Pear



REFERRING to the

THEATRE INTERIOR



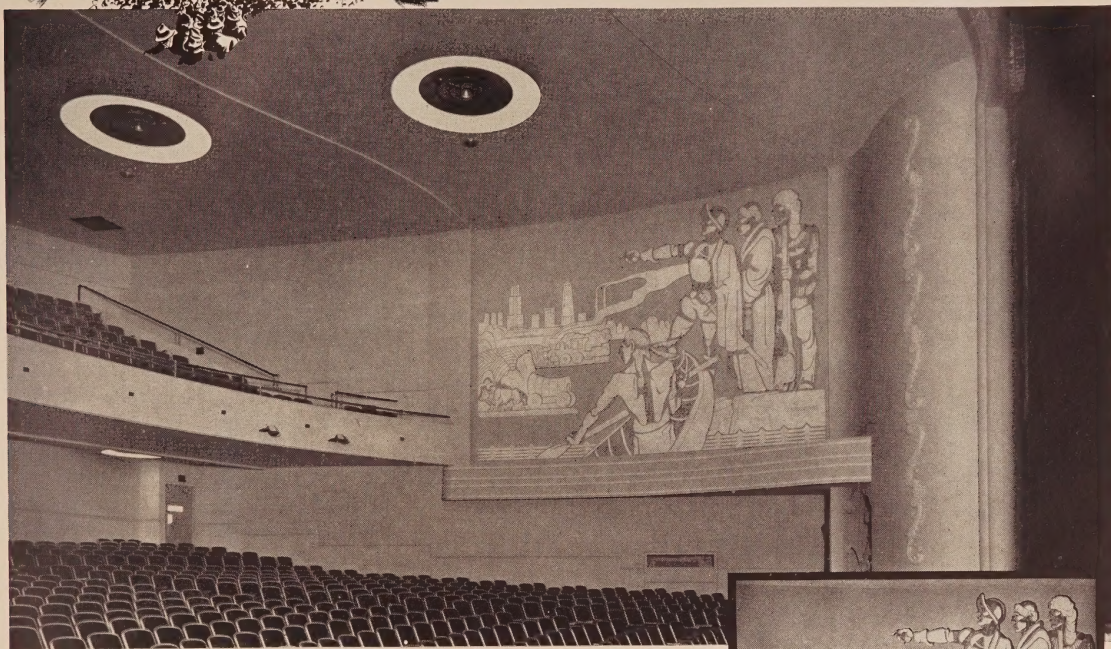
SECTION
B

MEMORANDUM



Easy Hearing Conditions

DRAW BIGGER CROWDS



Acoustical correction with Acousti-Celotex is permanent*

MR. AND MRS. AMERICA want clear, undistorted sound when they attend the theatre. Exhibitors know this. Architects know this too.

Acousti-Celotex has patented perforations which subdue echoes, giving sound reproduction its true values. Because of these perforations, it can be painted and painted repeatedly without loss of acoustical efficiency. *That means complete freedom in the initial decoration and*

future changes in decorative schemes.

Let a Celotex acoustical engineer make a free analysis of your theatre and tell you how easily you can achieve better acoustics—at a decidedly moderate cost. Telephone your nearest Celotex acoustical distributor or write direct to The Celotex Corporation, 919 North Michigan Avenue, Chicago, Illinois.



Architects Liebenberg & Kaplan used Mineral Fibre Acousti-Celotex in creating this striking and acoustically excellent interior for Minneapolis Amusement Company's Uptown Theatre, Minneapolis. Figures sculptured in relief on Acousti-Celotex Mineral Fibre Tile are painted in fluorescent paint, made visible when theatre is darkened by "black light" projected from opposite boxes.

*The word Acousti-Celotex is a brand name identifying a patented perforated acoustical fibre tile marketed by The Celotex Corporation.

PAINTABLE PERMANENT
ACOUSTI-CELOTEX
TRADE MARK REGISTERED U.S. PATENT OFFICE

OTHER CELOTEX BRAND ACOUSTICAL PRODUCTS:

ABSORBEX CALICEL CALISTONE MUFFLETONE

Sales Distributors Throughout the World
In Canada: Dominion Sound Equipments, Ltd.

STARRING BIGELOW

Theatre owners, theatre architects and decorators for theatres have been forming a habit (a good habit, we think)... when they think of carpet, they think of Bigelow—and of Carpet Counsel!

In the pages of this catalogue, among the outstanding new theatres of 1939, you'll see topnotch houses that are Bigelow-carpeted.

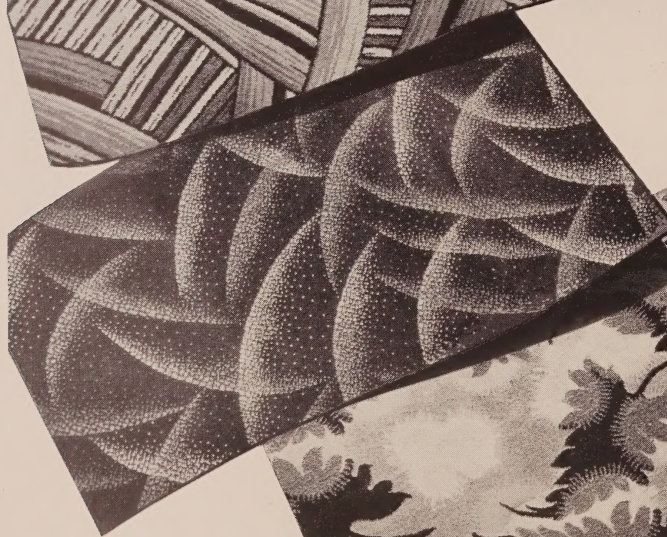
Carpet Counsel will be glad to work with *you*, in helping you select the right Bigelow grade for the right place—whether it's auditorium, foyer, lounge or powder room. We have many striking designs for theatres, or we will create individual designs and colorings.

Carpet Counsel includes advice, cre-

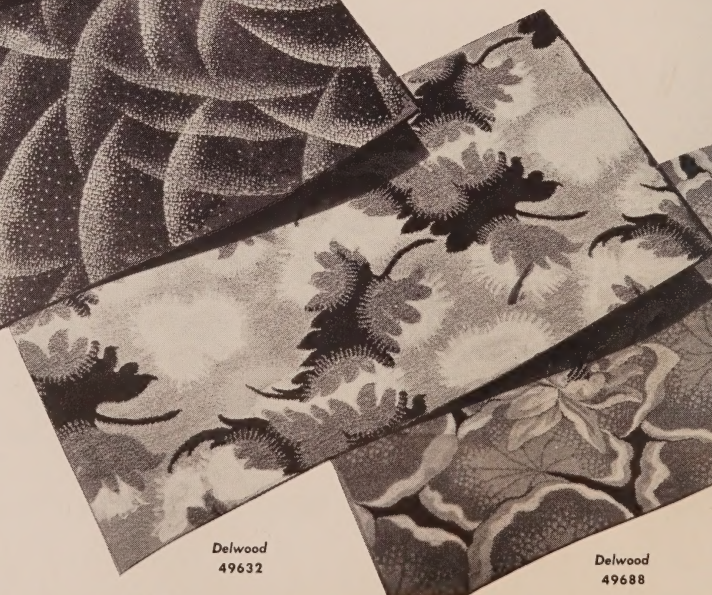
Delwood
49597



Delwood Wilton
49599



Delwood
49632



Delwood
49688



CARPET FOR THEATRES

ative service, counsel on design and color and price...and delivery on time! Get in touch with your own contractor, or direct with us. Bigelow-Sanford Carpet Co., Inc., 140 Madison Avenue, New York, N. Y.

Bigelow 1939 Installations Featured in Yearbook

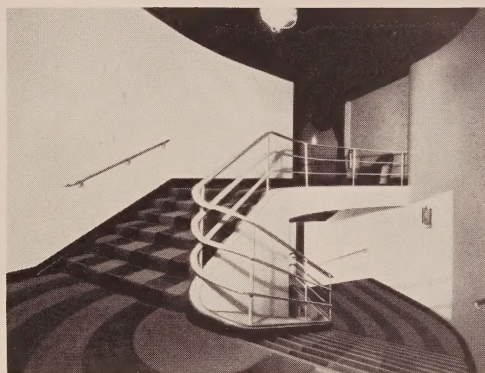
Normandie Theatre, New York, N. Y.—
Bigelow Garland.

Steuben Theatre, Hornell, N. Y.—Delwood.
Lincoln Theatre, Passaic, N. J.—Lokweave.*
State Theatre, Chester, Pa.—Bigelow Ascot.
Shore Theatre, Lakewood, N. J.—Delwood.

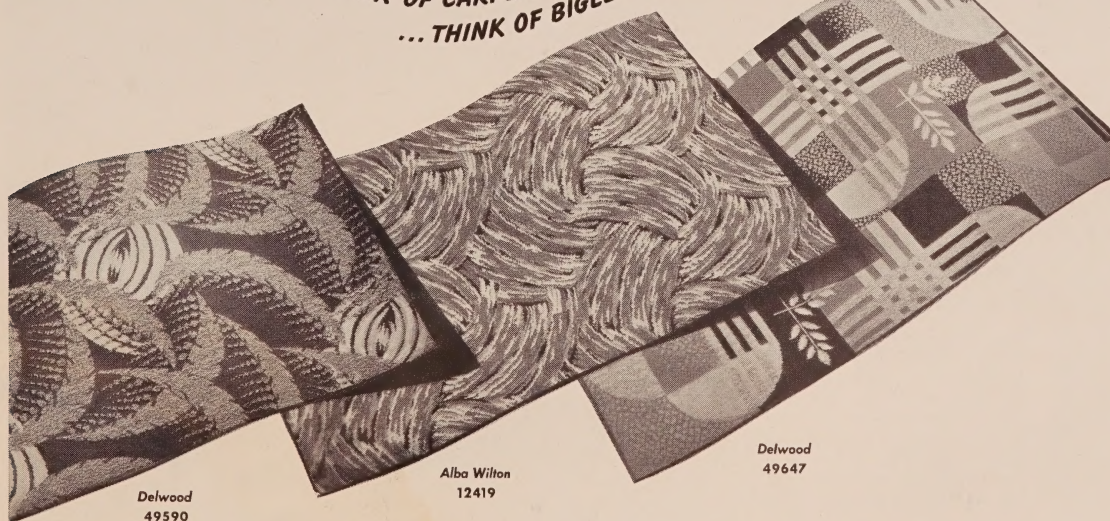
*Sold and licensed under Collins & Aikman patent.



THINK OF CARPETS ...
... THINK OF BIGELOW



Ask about Bigelow Lokweave, the "miracle" broadloom that allows full scope for individual design. Notice, for instance, the directional lines of the design in the Lokweave stair carpet shown above. Your insurance man will tell you about its safety.



Delwood
49590

Alba Wilton
12419

Delwood
49647

• • • • • **CARPET COUNSEL by BIGELOW WEAVERS**

THINKING ABOUT THEATRE CARPETS?

READ WHAT

THE MAKERS OF GULISTAN manufactured the carpetings used in the world's largest theatre, The Radio City Music Hall, New York. Theatres of every type come to the makers of Gulistan for finer carpets that prove more economical in the long run. Estimates free on request.

RADIO CITY MUSIC HALL

FOUND OUT !

RADIO CITY MUSIC HALL
ROCKEFELLER CENTER
NEW YORK

September 28, 1939

A. & M. Karagheusian, Inc.,
295 Fifth Avenue,
New York City, N.Y.

Gentlemen:

Attention: Mr. Chas. Karagheusian

We believe you will be interested in knowing of our experience with the carpeting which you supplied for us for the Radio City Music Hall in 1932.

As you know, the Radio City Music Hall, with its seating capacity of 6200, is the largest theatre in the world. The carpeting we selected had to meet the severest traffic wear-test ever met with in an institution of this nature.

Six years and nine months have passed since the opening of the theatre and the installation of the carpet. During this time our records show that over 38,000,000 people entered the theatre. In spite of this exceptionally heavy traffic, the carpet, both on floors and stairways, is in such splendid condition that we have not had to consider replacements except in a few small areas. The beauty and colorfulness of the carpeting is one of the outstanding features of the theatre pointed out by our guides to visitors.

Yours very truly,

G.S. Eyessel
G.S. Eyessel
Assistant to
Managing Director

BSE:r

Carpeting

by the makers of

GULISTAN

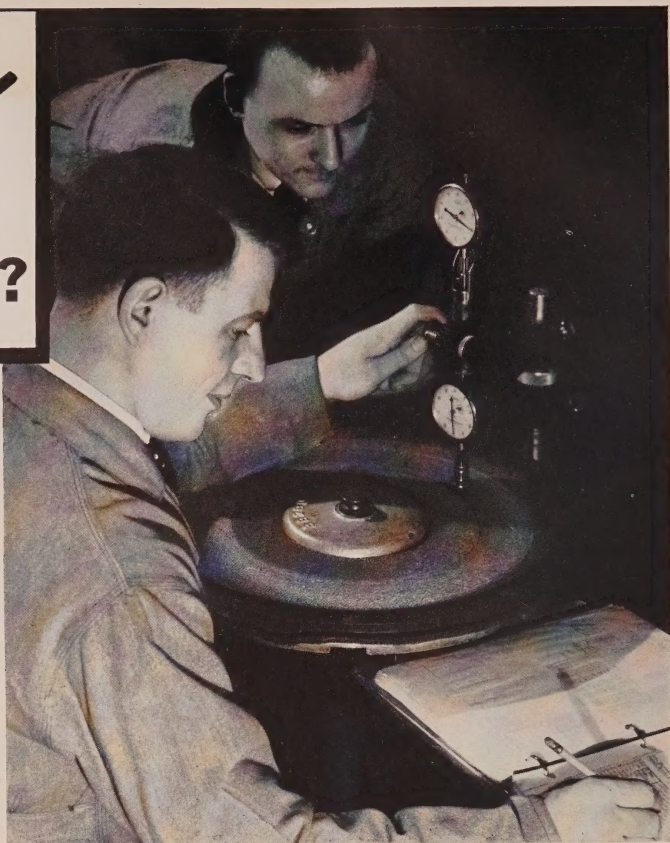
MANUFACTURERS OF CARPETS SUPPLIED TO LEADING THEATRES EVERYWHERE
A. & M. Karagheusian, Inc. (Theatre Contract Division) • 295 Fifth Avenue, New York City

How

WILL IT WEAR?

How will Alexander Smith CRESTWOOD Carpet wear? The earnest-looking gentlemen in the photograph at right are finding the answer for you.

The wear test machine (designed by the U. S. Bureau of Standards) which they are watching so intently, is proving once again, as it has proved time after time, that Alexander Smith CRESTWOOD Carpet is one of the longest-wearing carpets you can buy *at any price* . . . the carpet used in the majority of the country's successful theatres.



ALEXANDER SMITH

Crestwood Carpet

The largest-selling theatre carpet in America

Why

WILL IT WEAR?

The unretouched microphotos of Alexander Smith Crestwood Carpet at right, 16 times magnification, tell you WHY Alexander Smith Carpet *wears so amazingly well*.

Notice the density of the pile, how close the tufts are.

Notice the uniformity of surface, despite the magnification.

Notice that most of the wool is in the pile, where carpet gets the wear, and not embedded in the back.

Yet see how magnification of the back brings out the symmetry with which the carpet is woven—more strength than the carpet will ever need.

These are the reasons *why* Crestwood is one of the longest-wearing carpets you can buy at any price and the largest-selling carpet in America.

• • • • •

Whenever you are in the market for carpet, our Contract Department or our Contractors will be glad to work closely with you. In addition to an amazingly large stock of staple patterns and colors, we are equipped to weave to order in any design and width and to dye in any specified color. For names of contractors in your city and for further information, write Contract Division, Alexander Smith & Sons, 295 Fifth Ave., New York.



Cross-section of Alexander Smith Crestwood Carpet. Tufts are closely woven. The deep pile is of uniform height.



Surface of Alexander Smith Crestwood Carpet. The pile is firm and dense—uniform throughout.

Back of Alexander Smith Crestwood Carpet. The back also is firm, uniform, closely woven, indicating a sturdy, dense pile.



Announcing... THE SMART NEW

IDEAL

Streamliners

PATENTS PENDING.



INDIVIDUAL COMFORT
DEPENDABLE MANUFACTURE
ENGINEERED BY AUTHORITIES
ARTISTICALLY DESIGNED
LONG, SATISFACTORY SERVICE

The Aristocrat

"AMERICA'S PREFERRED
PUBLIC SEATING"

Ideal Seating Co.

GRAND RAPIDS, MICHIGAN

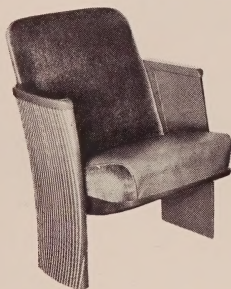
IDEAL

Streamliners

PATENTS PENDING.

MAXIMUM COMFORT . . .

and correct posture for the individual can *only* be attained through the use of deep spring seats and fully padded or spring backs which mold to the individual body. This is the type of construction which has proven most comfortable and durable and has been universally adopted by fine furniture and automobile manufacturers. Seats and backs are easily removable for reupholstering.

**TESTED DURABILITY**

Ideal Chairs are durably constructed of quality materials throughout and are subjected to gruelling factory tests to prove their ability to withstand abuse way beyond that encountered in common usage.

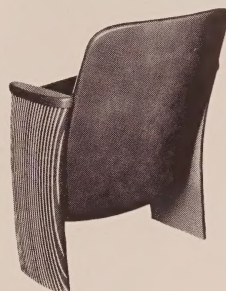
**THESE EXCLUSIVE
POINTS OF SUPERIORITY
MAKE THE *Aristocrat***

Truly the Aristocrat of
theatre chairs.



**DIE-FORMED
FULL-LENGTH STEEL BACK
PANELS**

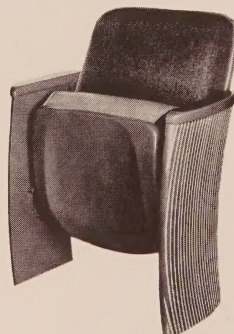
extend below seat level fully protecting the seat when in raised position. Rolled edges protect upholstery on top and sides of backs.



**CENTER STANDARDS
SPECIALLY DESIGNED
WITH SOLID PANELS**

PERFECT POSTURE

assured by adjustable wings holding the heavily padded or spring upholstered backs.



Silent,
full-floating,
frictionless
hinges
with

**EASILY ACCESSIBLE OUTSIDE
ADJUSTMENT OF SPRING TENSION
ON SELF-RAISING DEVICE**

which makes it unnecessary to remove seat cushions.

Die formed steel seat
bottoms especially designed for allowing

**MORE PASSING
ROOM**

between rows and to
eliminate all hazards of
tearing clothing.

THE

*Aristocrat*TRULY THE *Aristocrat* OF THEATRE CHAIRS

IDEAL

Streamliners

PATENTS PENDING.



The fundamental advantages of the Mercury have made Ideal Chairs the favorite of the experienced buyer. Silent, all-steel, full ball bearing, full compensating and self-adjusting hinges. Six ball bearings, six cushioning stops, and one positive stop in each hinge. Ball bearings fully enclosed and packed in special grease at the factory, eliminating periodical servicing and greasing. Full upholstered or spring backs. Steel back panels with top flange to protect upholstering material. Full line of upholstered seats with die-formed steel bottoms.

THE

Mercury

A STREAMLINED EDITION OF THE CHAIR
THAT HAS MADE HISTORY

IDEAL

Streamliners

PATENTS PENDING.



A HIGH QUALITY CUSTOM BUILT CHAIR
DESIGNED FOR THE MEDIUM PRICED FIELD.

Ballbearing hinges with compensating and adjustable features. Heavy cast iron standards to fit every floor incline. Relaxon spring constructions. Improved metal back and seat panels with flanges that protect upholstering material.

THE

Challenger

AN UNSURPASSED VALUE
WHICH CHALLENGES ALL COMPETITION

What are you looking for

...when you select chairs for your theatre?

- Do you *invest* in theatre chairs or just *spend money* on them?
- Do you check for *all* the *use values* you should get?
- Do you check *claims* against *tested values*?
- Do you judge by *appearances* or by *proof of quality*?
- Have you *investigated* manufacturing methods and facilities?
- Have you investigated *testing methods* by which *chair values* are *proved*?
- Do you know that a *small price saving* may cost you more than the whole installation?
- Do you buy on *price* or on *values per dollar* invested?
- Do you know how *advance engineering service* can save *more* than the *cost* of the chairs?
- Do you know that, *at any price level*, there is a *best buy* which will *pay large dividends*?
- Have you seen our booklet *Seating Research, Testing, Inspection*?

Do you know why



ARE THE BEST CHAIRS AT ANY PRICE—the best chair investment ever offered—the most successful chairs ever built?

Have you seen



the OUTSTANDING SUCCESS at the LOW PRICE LEVEL?

May we help you to answer these questions to your profit?
Just drop us a line or call our nearest office.

We especially urge a personal visit to any installation of
AMERICAN BODIFORM CHAIRS (see list, opposite page)



Ask any manager what he and his patrons think of them.
We *know* and we're *proud* of the record.

See for yourself ... what others have found out about

A partial list of installations in one
year since the first showing

NEW ENGLAND

PALACE.....Pensacok, N. H.
OPERA HOUSE.....Bellows Falls, Vt.
BATES.....Attleboro, Mass.
MIDDLEBORO.....Middleboro, Mass.
GREENDALE.....Worcester, Mass.
AVON.....Stamford, Conn.
JEWETT.....Jewett, Conn.
PLAZA.....Windor, Conn.
HIPPODROME.....Bridgeport, Conn.
WHITNEY.....Hamden, Conn.
LAWRENCE SCHOOL.....Hartford, Conn.

NEW YORK

NEWSREEL.....New York City
STATE.....Endicott, N. Y.
NATIONAL BISCUIT.....World's Fair
BRITISH PAVILION.....World's Fair
U. S. S. R. EXHIBIT.....World's Fair
CHRYSLER EXHIBIT.....World's Fair
N. Y. STATE BLDG.....World's Fair
CENTURY.....Buffalo, N. Y.
FLATBUSH.....Brooklyn, N. Y.
HIGH SCHOOL.....Bay Shore, L. I.
COURT HOUSE.....Watertown, N. Y.
CENTURY.....New York, N. Y.
RKO 81ST ST.....New York, N. Y.
NEW THEATRE.....New York, N. Y.
CHANCELLOR'S HALL.....Albany, N. Y.
CENTRAL SCHOOL.....Pulaski, N. Y.
RIVERA.....Syracuse, N. Y.
HIGH SCHOOL.....Sinclairville, N. Y.
HIGH SCHOOL.....Fort Plain, N. Y.
HIGH SCHOOL.....Rensselaer, N. Y.
STRAND.....Brooklyn, N. Y.
CENTRAL SCHOOL.....Barker, N. Y.
NEW THEATRE.....New York City
HIGH SCHOOL.....Utica, N. Y.
TECHNICAL HIGH SCHOOL.....Auburn, N. Y.
COM. HIGH SCHOOL.....Auburn, N. Y.
SCHOOL.....Goshen, N. Y.
SCHOOL.....Cato, N. Y.
SCHOOL.....Poughkeepsie, N. Y.
HIGH SCHOOL.....Clyde, N. Y.

MIDDLE EAST

STONEHURST.....Upper Darby, Pa.
MACK.....Chester, Pa.
NILE.....Bethlehem, Pa.
FOX.....Philadelphia, Pa.
MAYO CIV. AUDITORIUM.....Oxford, Pa.
OPERA HOUSE.....Waynesburg, Pa.
PENN THEATRE.....West Reading, Pa.
BETHLEHEM STEEL CO.....Pittsburgh, Pa.
PALACE.....Pittsburgh, Pa.
SHORE.....Wildwood, N. J.
ADAMS.....Newark, N. J.
CAMBO.....Newark, N. J.
TOWERS.....Camden, N. J.
SETON HALL COLL.....South Orange, N. J.
ALVIN.....Guttenburg, N. J.
PALACE.....Newark, N. J.
FAY LAWN.....Washington, D. C.
EARLE.....Washington, D. C.

SOUTH EAST

MILLWALD.....Wytheville, Va.
COLONY.....Portsmouth, Va.
LYNWOOD.....Grundy, Va.
BUCKINGHAM.....Arlington, Va.
NEW THEATRE.....Petersburg, Va.
NEW THEATRE.....Danville, Va.
BROWNS.....Cabin Creek, W. Va.
CHURCH.....Mt. Hope, W. Va.
PARKER.....Parkerburg, W. Va.
ROBINSON GRAND.....Clarksburg, W. Va.
CAPITOL.....Wheeling, W. Va.
PLEASANT VALLEY.....Whetstone, W. Va.
M. E. CHURCH.....Charleston, W. Va.
NEW THEATRE.....Marmet, W. Va.
LIBERTY.....Whitesville, W. Va.
STATE.....Belleville, Md.
HYATTSVILLE.....Hyattsville, Md.
RIALTO.....Atlanta, Ga.
DUNCAN HALL.....Auburn, Ala.
MADISON.....Memphis, Tenn.
MINORA.....Morgantown, N. C.
BROWARD.....Ft. Lauderdale, Fla.
NEW THEATRE.....Lake Worth, Fla.
PALACE.....Leesburg, Fla.
NEW SPARKS.....Winter Park, Fla.

MIDDLE WEST

VALENTINE.....Defiance, Ohio
MADISON.....Cincinnati, Ohio
FOREST.....Cincinnati, Ohio
ANDREWS SCHOOL FOR GIRLS.....Willoughby Ohio

MIDDLE WEST (cont'd)

RKO PALACE.....Cincinnati, Ohio
RKO SCHUBERT.....Cincinnati, Ohio
GRANADA.....Cleveland, Ohio
RKO KEITHS.....Dayton, Ohio
RKO GRAND.....Cincinnati, Ohio
MERGARD BOWLING ALLEY.....Cincinnati, Ohio
ALHAMBRA.....Shelbyville, Ind.
TIMES.....Cincinnati, Ohio
MT. LOOKOUT.....Cincinnati, Ohio
PUBLIC LIBRARY.....Toledo, Ohio
SHEA'S PALACE.....Ashtabula, Ohio
RKO KEITHS.....Dayton, Ohio
HINES.....Portland, Ind.
STRAND.....Shelbyville, Ind.
PARK.....Indianapolis, Ind.
LINCOLN.....Bellefonte, Ill.
ILLINOIS.....Jacksonville, Ill.
STATE.....Quincy, Ill.
RKO VIRGINIA.....Champaign, Ill.
PARK DIST. ADM. BLDG.....Chicago, Ill.
FAMILY.....North Branch, Ill.
TELENEWS.....Chicago, Ill.
LINDEN.....Belleville, Ill.
FOUR STAR.....Grand Rapids, Mich.
CENTER.....Cadillac, Mich.
SENATE.....Detroit, Mich.
MAYORAL.....Marshall, Mich.
OZ THEATRE.....Fremont, Mich.
COZY.....Dexter, Mich.
COMMUNITY.....Harbor Beach, Mich.
REGENT.....Muskegon, Mich.
MAXINE.....Crowsell, Mich.
REGENT.....Allegan, Mich.
MICH. STATE COLLEGE AUDITORIUM.....E. Lansing, Mich.
GARDEN.....Flint, Mich.
GLADIER.....Lansing, Mich.
SEN.....Bangor, Mich.
NORTHTOWN.....Lansing, Mich.
REGENT.....Flint, Mich.
WESTOWN.....Lansing, Mich.
STRAND.....Holland, Mich.
NORTOWN.....Flint, Mich.
LYRIC.....Traverse City, Mich.
HARPER.....Detroit, Mich.
MACK-UPDOWN.....Detroit, Mich.
UNIVERSITY.....Ann Arbor, Mich.
GRAND.....Crocketts, Minn.
LUX.....Portham, Minn.
MAIN STREET.....Sauk Center, Minn.
MAYO CIV. AUDITORIUM.....Rochester, Minn.
AMERICAN LEGION.....Gaylord, Minn.
CRANSTON.....Glenview, Minn.
ARROWHEAD.....Oranma, Minn.
AYALON.....White Bear Lake, Minn.
PIX.....Sleepy Eye, Minn.
CUNY.....Canby, Minn.
UNIV. OF MINN.....Minneapolis, Minn.
MUSEUM BLDG. AUD.....Minneapolis, Minn.
BOARD OF EDUCATION.....Austin, Minn.
MADILLA.....Madella, Minn.
HOLLYWOOD.....Tracy, Minn.
VOGUE.....St. Matthews, Ky.
LIBERTY.....Lincoln, Neb.
Cape Girardeau, Mo.
ISIS.....Kansas City, Mo.
AUDITORIUM.....Marshall, Mo.
PAGEANT.....St. Louis, Mo.
PLAZA.....Kansas City, Mo.
DEGRAW.....Brookfield, Mo.
RIVERVIEW.....St. Louis, Mo.
PALACE.....Wichita, Kans.
MILLER.....Wichita, Kans.
JULIAR.....Baraboo, Wis.
MODJESKA.....Milwaukee, Wis.
PACIFIC.....Dyersville, La.
HARDACRE.....Tipton, La.

AMERICAN Bodiform RESTFUL CHAIRS

MIDDLE WEST (cont'd)

PALACE.....Cedar Rapids, Ia.
WAMPAS.....Keosauqua, Ia.
RIALTO.....Pocahontas, Ia.
PALACE.....Muscatine, Ia.

SOUTHWEST

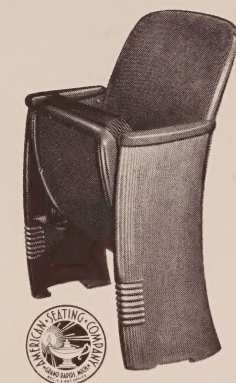
TEXAS.....Wacahachie, Tex.
ROSEWIN.....Dallas, Tex.
PALACE.....Marlin, Tex.
MAJESTIC.....Houston, Tex.
GRAND.....Gooper, Tex.
TEXAS.....Sherman, Tex.
NAVAYAT.....Houston, Tex.
RIVER OAKS.....Houston, Tex.
HIGH SCHOOL.....Rankin, Tex.
RITZ.....Blytheville, Ark.
DUNCAN.....Duncan, Ark.
CLOVIS.....Clovis, N. M.
FOX MISSION.....Mesilla Park, N. M.
NEW FOX.....Sterling, Colo.
BROADWAY.....Denver, Colo.
COURT HOUSE.....Denver, Colo.
FOX.....Longmont, Colo.
GRANADA.....Monte Vista, Colo.
PIONEER.....Lamar, Colo.
SAIDA.....Salida, Colo.
PANTAGES.....Sioux Falls, S. D.
GRAND.....Lemmon, S. D.

CALIFORNIA

LA REINA.....Van Nuys
MERALTA.....Los Angeles
HARVEY.....San Francisco
STATE.....Long Beach
BRAYTON.....Long Beach
DE ANZA.....Riverside
HIGH SCHOOL.....Cooling
GRAMMAR SCHOOL.....Cooling
JUNIOR COLLEGE.....Santa Rosa
NEWS REEL.....San Francisco
MASONIC TEMPLE.....Los Angeles
PARAMOUNT.....Los Angeles
PORTER.....Woodland
AUDITORIUM.....Upland
GLENDALE.....Glendale
ARROWHEAD SPRINGS HOTEL.....Arrowhead Springs
FOX.....Palo Alto
NEW THEATRE.....Santa Rosa
ACADEMY.....Inglewood
TOWER.....Fresno
LOS ANGELES.....Los Angeles
VENTURA.....Ventura
FOX ORPHEUM.....Oakland
MAYWOOD.....Los Angeles
RIVER.....Oildale

NORTHWEST

DIXON.....Wapato, Wash.
STATE.....Spokane, Wash.



NORTHWEST (cont'd)

LIBERTY.....LaGrande, Ore.
ROXY.....Fargo, N. D.
MUNROE.....Rolla, N. D.
GRAND.....Oakes, N. D.
WALHALLA.....Walhalla, N. D.
STATE.....Bottineau, N. D.
FOX.....Helena, Mont.
FOX BAROCK.....Billings, Mont.
LIBERTY.....Great Falls, Mont.
CASTLE.....Newcastle, Wyo.
EMPRESS.....Laramie, Wyo.

EXPORT

NEW THEATRE.....Montreal, Ont., Can.
NEW THEATRE.....Montreal, Ont., Can.
ROYAL.....Trinidad, Spain
CINE AVENIDA.....Lima, Peru
PRINCESS.....Sault Ste. Marie, Can.
RIVERA.....San Juan, P. R.
SCHOOL AUD.....Tegucigalpa, Honduras
MADELO.....San Juan, P. R.
PYLON.....Toronto, Ont., Can.
SCHOOL AUDITORIUM.....San Juan, P. R.
ROXY.....San Juan, P. R.
20TH CENTURY.....Juneau, Alaska
NEW THEATRE.....Havana, Cuba
PATIENZO.....San Juan, P. R.

American Seating Company

GRAND RAPIDS, MICHIGAN

Pioneers and pacemakers in theatre, auditorium, school, church,
stadium and transportation seating

Branch Offices and Distributors in Principal Cities

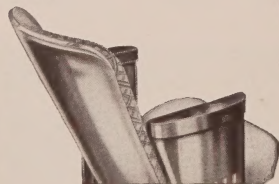


● *To the left*, one of the new Heywood Streamline Chairs. This style, from the O.C. 625 series, has the turned-over back panel described at the lower left of this page. Note the dramatic, modern design of the aisle standard.

The "TOPS" in Style

THEY'RE smartly styled. They have plenty of decorative flash. They have *real* quality and *real* construction. They're surprisingly low in price. That's the story of the new Heywood Streamline Chairs. Because of the tremendous volume of business coming in on these new 600 series of chairs, production is greatly concentrated on standard parts. Thus, we are able to pass along to you manufacturing savings that bring these swanky chairs within the reach of every showman.

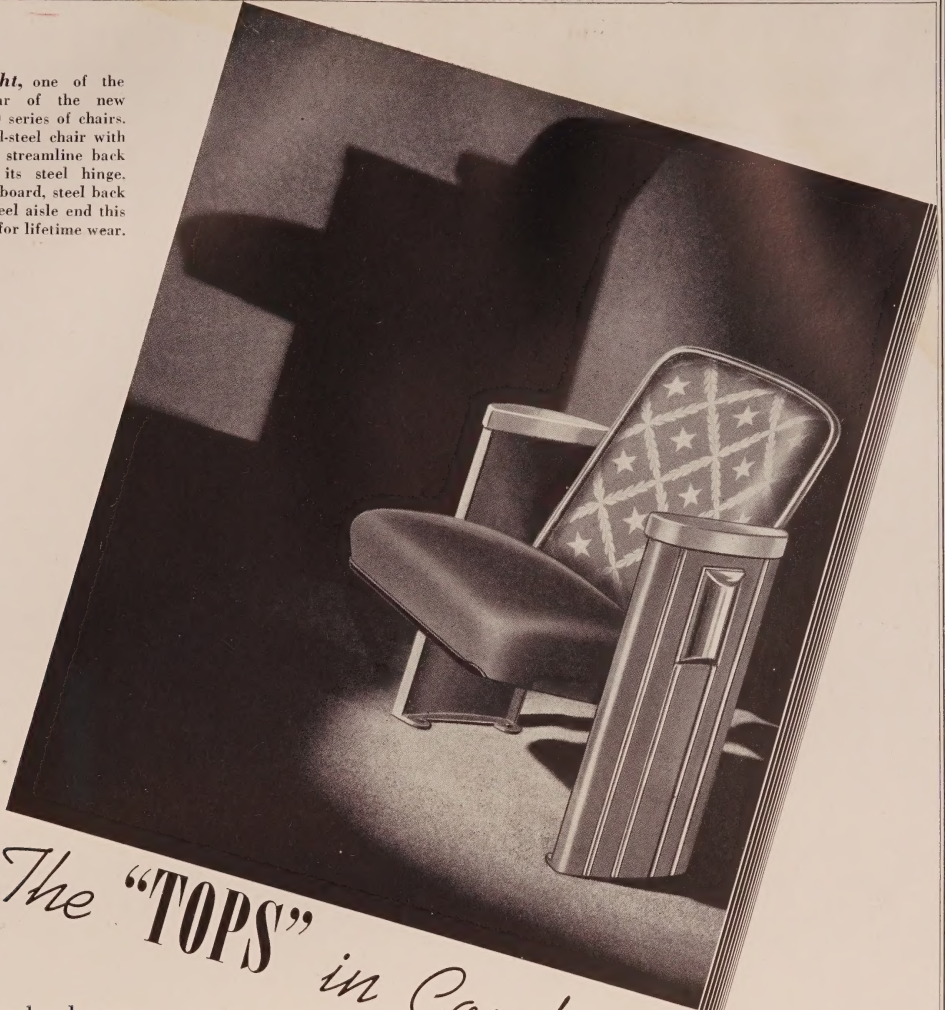
Below: one of three backs available on the new Heywood low priced chairs. This style has a turned-over, protective back panel.



HEYWOOD -

Theatre Seating Division

● *To the right*, one of the most popular of the new Heywood 600 series of chairs. This is an all-steel chair with a cold-rolled streamline back edge. With its steel hinge, steel bottom board, steel back panel, and steel aisle end this style is built for lifetime wear.



The "TOPS" in Comfort

THERE has been no skimping, no sacrifice of quality or comfort on these new chairs. Every chair is available with the standard Heywood constructions including our steel hinge, steel bottom board, streamline edge; extra-wear back panel; all steel standards; and other exclusive Heywood features. Each and every chair represents more value per dollar of investment than ever before offered. May we tell you in detail about these Heywood 600 series of chairs that are breaking all sales records?

Eastern Sales Offices:

GARDNER, MASS.

BALTIMORE, MD.
113 West Conway St.

BOSTON, MASS.
174 Portland St.

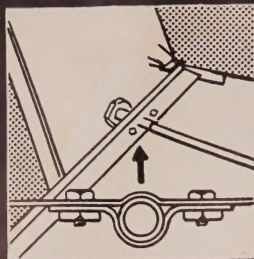
NEW YORK, N. Y.
1 Park Avenue

PHILADELPHIA, PA.
Lincoln-Liberty Bldg.

WAKEFIELD

GARDNER, MASS

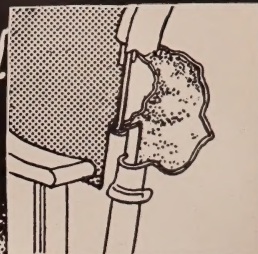
DISTINGUISHED CONSTRUCTION



*Hingeless
Seat
Suspension*

This major improvement gives greater strength, greater flexibility, correct posture and greater longevity of International Seats. Silent and smooth in operation, positive in action, adjustable — fool-proof — self-compensating.

*Upholstered
Without
Tacks*



International's process locks upholstery to steel seat back with a continuous steel rod binding. This eliminates excessive strain upon upholstery at any point. Equalized tension is maintained over entire seat back.



*No Exposed
Bolts or
Screws*

Seat back as well as seat cushion cup is one solid piece of steel. Steel sides lock into deep double steel pockets of heavy steel T frames. This construction adds strength and does away with sharp corners, projections and eliminates exposed bolts and screws.

*Unit
Construction*

For utmost strength and freedom from nuts and bolts International chairs are manufactured in assembled units simplifying removal in emergency and providing for rapid installation and freedom from a great many maintenance troubles.



**INTERNATIONAL
SEAT CORP.
UNION CITY IND.**



"Spreading Comfort To Millions"

KROEHLER *Push-Back* THEATER SEAT



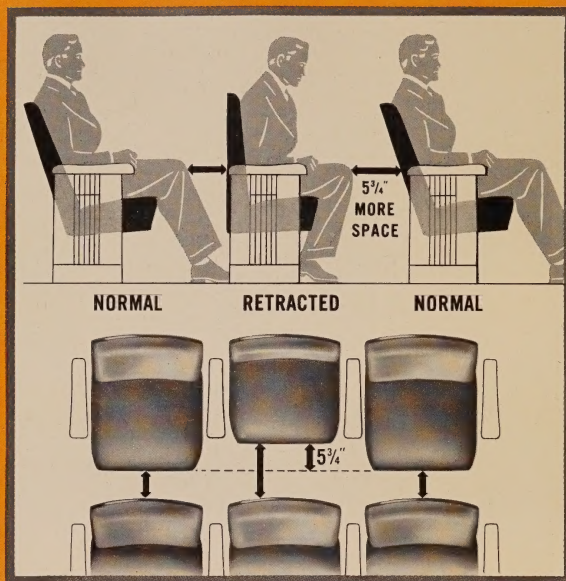
*A Revolutionary Improvement in Theater Seating
That Ends Standing to Let Others Pass*



SEE NEXT PAGE FOR DESCRIPTION

The Only THEATER CHAIR That Keeps Patrons Seated through Entire Show

- ★ Patrons remain seated throughout the show—no standing up to let others pass.
- ★ Faster turnover—patrons can enter or leave seats easily, without annoyance to others.
- ★ Built by Kroehler—world's largest furniture manufacturer.



- ★ May be installed in new or old theaters on 33-inch back-to-back spacing.
- ★ A slight thrust of occupant's feet slides seat back to permit passing. When occupant relaxes, seat automatically returns to normal.

The Most Outstanding Improvement in Theater Comfort since Air Conditioning

THE patented Kroehler Push-Back Theater Seat will make your theater the talk of the town. It is radically different from any other—the only seat designed to keep patrons comfortably seated throughout the entire show.

Embodied in the Kroehler Push-Back Theater Seat is the 47 years' experience of the world's largest furniture manufacturer. The result is the seating restfulness of a living room lounge chair for your theater.

Styled by leading stylists, Kroehler Push-Back Theater Seats can be had with either spring or padded backs in a wide variety of smart designs and colors.

DON'T BUY UNTIL YOU INVESTIGATE

If you are going to remodel or build a new theater soon, be sure to see this patented Push-Back Seat that obsoletes all old-style theater seating—on display at the following showrooms. Or write today for complete information.

Kroehler Mfg. Co., Public Seating Division
1501 Broadway, New York, N. Y.
1248 S. Wabash Ave., Chicago, Ill.
2013 S. Vermont Ave., Los Angeles, Calif.

KROEHLER
Push-Back  **Theater Seat**
Built by the world's largest furniture manufacturer

AMIRGLASS

The Efficient and Economical Filter Media

AMIRGLASS Offers

- **Low initial cost!**
- **Low maintenance cost!**
- **High Efficiency!**
- **100 % Fire Proof!**
- **No Replacements!**
- **Easy to remove!**
- **Many ways to clean!**
- **Light weight!**
- **Long Life!**

Showmanship

IN
MODERN THEATRES
with **Modern Air Conditioning**
and **AMIRGLASS Filters**

WRITE FOR NEW CATALOG AND DETAILS

AMIRTON AIR COMPANY

60 E. 42nd Street

NEW YORK, N. Y., U. S. A.

Originators and
Manufacturers of
"KLIEGLIGHTS"

KLIEGL BROS

UNIVERSAL ELECTRIC STAGE LIGHTING CO., INC.

321 West 50th Street
New York, N.Y.
COLUMBUS 5-0130

ARCHITECTURAL • COMMERCIAL

Lighting

THEATRICAL • DECORATIVE

EST. 1896

CONFIDENCE in a product results from years of faithful service by its maker—evidence of an honest intent to give value for value received—backed by the knowledge, experience, and resources required to properly fulfill commitments.

For almost half a century **Kliegl Bros.** have been leaders in the field of specialty lighting. Our reputation is well established, and the merits of our products widely known.

Listed on the following pages is a selection of lighting equipment of various kinds indicative of the nature and scope of our standard line. For special needs we design and manufacture equipment to suit individual requirements and job conditions.

You may order or specify **Kliegl** products with full confidence in their efficiency of design, better workmanship, satisfactory performance, lasting service, and fair prices.

NOTE: Lamps are not included in catalogued list prices.

RECESSED CEILING LIGHTS

Flush inbuilt Fresnel lens type ceiling fixtures. Provide high intensity direct illumination without glare. Accommodate standard screw base general service incandescent filament lamps. Furnished complete with back box, mounting arrangements, wired porcelain receptacle, Alzak aluminum reflector. Fresnel lens with painted risers, and hinged front frame. Material and design all in accord with Underwriters code requirements. Semi-recessed and surface mounted types, in same range of sizes, also available.

Circular Lens Units:

Fitted with circular Fresnel lens of listed diameter. Circular front frame. Cylindrical back box. Plaster ring.



No. 22 F 12

No. 22 F 06—6" dia. lens, 100 watt.....	\$16.00
No. 22 F 08—8" dia. lens, 150 watt.....	\$20.00
No. 22 F 12—12" dia. lens, 200/300 watt.....	\$26.00
No. 22 F 14—14" dia. lens, 300/500 watt.....	\$30.00
No. 22 F 16—16" dia. lens, 500/750 watt.....	\$46.00

Square Lens Units:

Fitted with square shaped Fresnel lens of indicated size. Square hinged front frame. Rectilinear back box.



No. 24 F 12

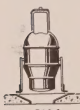
No. 24 F 06—6" sq. lens, 100 watt.....	\$16.00
No. 24 F 08—8" sq. lens, 150 watt.....	\$20.00
No. 24 F 12—12" sq. lens, 200/300 watt.....	\$26.00

DOWNLIGHTS

Provide direct high-intensity illumination from invisible fixtures. Units concealed above ceiling. Light beam projected through comparatively small hole in ceiling. Coverage defined to procure uniform general or restricted illumination as may be required.

Lens and Shutter Types

Equipped with focusable lens system, adjustable framing shutters and ellipsoidal reflector. Shape and cutoff of light beam precisely controlled. Light may be directed, patterned, and applied in most effective manner. Use concentrated filament type lamps. Listed units are relamped from above ceiling. Units for bottom relamping, and other models also available.



No. 2164

Vertical Down Throw

Straight down projection or within few degrees of vertical.

No. 2164—250/500 watt.....	\$36.00
No. 2166—1000 watt.....	\$60.00
No. 2168—1500/2000 watt.....	\$75.00

Angular Throw

Directed at acute angle approximating 45 degrees with horizontal plane.

No. 2165—250/500 watt.....	\$42.00
No. 2167—1000 watt.....	\$66.00
No. 2169—1500/2000 watt.....	\$80.00



No. 2165

Fixed-Beam Ellipsoidal Types

Beam controlled through medium of highly efficient, effectively designed, polished Alzak reflector of ellipsoidal conformation, in combination with optical placement of light source and aperture. Projects soft-edge high-intensity beam for general illumination. Accommodate standard screw-base general service filament lamps. Listed units are relamped from above ceiling. Other models relamped from below also available.



No. 2503

Vertical Down Throw

No. 2501—150 watt.....	\$32.00
No. 2502—200 watt.....	\$37.00
No. 2503—300 watt.....	\$44.00
No. 2504—500 watt.....	\$50.00
No. 2505—1000 watt.....	\$50.00

FOOTLIGHTS

Complete range of designs, from small portable strips to high intensity equipment for largest theatre. Several of most popular types are here shown.

Disappearing Types

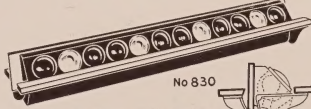
When not in use are closed down flush with stage floor. Furnished in standard 5 ft. lengths. Completely assembled. Wired for 3 colors. Automatic mercury "on" and "off" circuit switches. Solid kiln-dried oak flooring. Malleable iron cross brackets. New positive latches. Terminal blocks for feeder connections.



No. 829

Open trough type, with continuous reflector sprayed white. For use with colored lamps.

No. 829—Single row, open trough reflector, continuous flooring, 5 ft. section, 12 outlets, 60/100 watts. \$50.00



No. 830

Enclosed trough type, with individual Alzak aluminum reflector and glass color rounds, for use with clear or inside frosted lamps.

No. 830—Single row, individual reflectors, continuous flooring, 5 ft. section, 12 outlets, 100 watts. \$85.00

No. 831—Double row, individual reflectors, continuous flooring, 5 ft. section, 24 outlets, 100 watts. \$111.00

No. 833A—Single row, individual reflectors, panelled flooring, 5 ft. section, 9 outlets, 100 watts. \$85.00

No. 833—Similar to No. 833A, except for 150 watts.....\$85.00

Permanent Types:

Fixed in position. Houd extends minimum above stage floor. Any length or curvature required. Wired as specified for 3 or more colors. Receptacles spaced as indicated, or wider if desired. Prices on application.



No. 622



No. 620



No. 621

No. 622—Single row receptacles, open trough continuous reflector sprayed white, 60/100 watt outlets, spaced 4" on centers.

No. 620—Single row receptacles, individual Alzak aluminum reflectors, glass color rounds, 60/150 watt outlets, spaced 6" on centers.

No. 621—Double row receptacles, individual Alzak aluminum reflectors, glass color rounds, 60/100 watt outlets, spaced 4 1/2" on centers.

COVE LIGHTS

Continuous line of screw base lamp receptacles in raceway, with or without reflectors. For concealed indirect lighting. Completely wired. Any length. Straight or curved. Lamps spaced and circuited as required. Numerous designs other than those shown available. Prices on application.

Channel Types



No. 734 No. 734-H

Skeleton strips—wiring trough and receptacles without reflectors.

No. 734—Medium screw "A" lamps, 25/150 watts, vertical position.

No. 734-H—Medium screw "A" lamps, 25/150 watts, tilted or horizontal position.

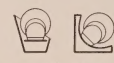
Continuous Reflector Types



No. 1730

Reflector back of lamp extends along full length of strip. Alzak aluminum or other reflecting surfaces available. 25/150 watts.

No. 1730—Lamps vertical, medium screw base receptacles, directional reflector.



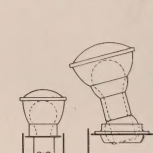
No. 1740 No. 1741

No. 1740—Lamps horizontal, medium screw base receptacles, directional reflector.

No. 1741—Lamps angular, medium screw base receptacles, directional reflector.

Individual Reflector Types

Each receptacle fitted with spun Alzak aluminum reflector. Furnished with or without glass rounds.



No. 739-4

No. 731-6

Standard Mounting

No. 739-4 4" Reflector, 25/75 watt

No. 739-6 6" Reflector, 40/150 watt

No. 739-8 8" Reflector, 100/200 watt

No. 739-12 12" Reflector, 300/500 watt

Add suffix letter "W" for wide, "M" for medium, "N" for narrow beam; also wattage—example: No. 739-6W-150 watt.

Prefix No. 731 — Otherwise same as above.

Universal Mounting

Prefix No. 731 — Otherwise same as above.

REMOTE CONTROL SPOTLIGHTS

Color-changing incandescent spotlights for stage front lighting from theatre balconies and similar applications. Entire service of spotlight, including white and color lighting, may be controlled from a distant point. Fitted with 4 electro-mechanically operated color frames, which permit changing of colors at will. Bank of spots may be arranged to operate collectively or individually from a selective control board.

Klieglight Types

No. 1165-BAC — 500 watt, 6" lens.....	\$160.00
No. 1366-BAC — 2000 watt, 6" lens.....	\$211.00
No. 1368-BAC — 2000 watt, 8" lens.....	\$223.00



No. 1165 BAC

Originators and
Manufacturers of
"KIEGLIGHTS"

KIEGL BROS

UNIVERSAL ELECTRIC STAGE LIGHTING CO., INC.

(Lighting) KIEGL BROS.

321 West 50th Street
New York, N.Y.
COLUMBUS 5-0130

B
21

ARCHITECTURAL • COMMERCIAL

Lighting

EST. 1896

THEATRICAL • DECORATIVE

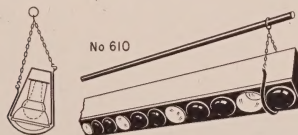
BORDERLIGHTS

All standard types and sizes, for lamps ranging from 60 to 1000 watts. Any continuous length, or in sections. Wired as specified, for 3 or more colors. Receptacles spaced as indicated, or wider. Complete with splice box, scenery guards, and chain hangers. Prices on application.



Open Trough Types

No. 600 — For colored lamps. Continuous reflector sprayed white, 60/100 watt outlets, spaced 4" on centers.



Individual Reflector and Roundel Types

For clear or inside frosted lamps. Alzak aluminum individual reflectors. Heat-resisting glass color roundels, hinged-ring roundel holders (except No. 609 has spring ring holders). Porcelain screw-base receptacles.

No. 609—100 watt outlets, 4 1/2" on centers.
No. 610—100/150 watt outlets, 6" on centers.
No. 602—200 watt outlets, 8" on centers.
No. 603—300/500 watt outlets, 12" on centers.

CONTINUOUS LIGHT STRIPS

Extended row of lamps, in suitably designed trough-like reflector, for interior illumination, where fixture is partly or wholly visible. Accommodate standard screw base incandescent lamps, ranging from 25/150 watts. Made any length, shape or design required. Prices on application.

Inbuilt Types



Recessed flush with surface, with provisions for front relamping.

No. 1801 — Panel strip having opal or frosted glass panels, continuous trough reflector, lamps spaced as specified.

No. 1808 — Lens strip with series of conical lenses and concentrating individual reflector, normally spaced 6" to 12" on centers.



Surface Mounted Types



Devised for attachment to wall surface or in corners of room.

No. 1815—Self contained cove strip with open trough continuous reflector for indirect lighting.

No. 1824—Corner strip with curved translucent plastic panels for light diffusion and decoration.

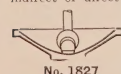


No. 1820—Corner strip with series of prismatic lenses for intensification and directional control of the light.



Pendant Types

Suspended troughs with hangers of various designs for indirect or direct lighting.

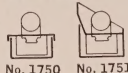


No. 1827—Inverted trough for indirect illumination, with spread type continuous reflector and stem hangers, 6 ft. on centers.

FLUORESCENT STRIP LIGHTS

Designed for use with tubular fluorescent lamps. All standard sizes. Many different forms available to suit varying lighting schemes. Completely wired with in-built auxiliaries. Any length required. All in accord with Underwriters code. Prices on application.

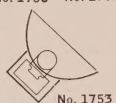
Cove Types



No. 1750 No. 1751

No. 1750—Channel or skeleton strip—wiring trough, receptacles and auxiliaries without reflector.

No. 1751—Compact efficient design with continuous reflector back of lamps.

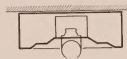


No. 1753

No. 1753—Highly efficient arrangement with continuous parabolic trough reflector of Alzak aluminum.

Surface Types

No. 1765—An attractive design with single line of lamps and stepped polished Alzak reflector—for surface mounting.



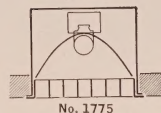
No. 1765

Recessed Types



No. 1770

No. 1770 — Flush inbuilt model with open trough reflector of matte finish Alzak aluminum.

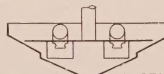


No. 1775

No. 1775 — Similar inbuilt model with polished Alzak reflector additionally equipped with louvered front.

Inverted Trough Types

No. 1781 — Suspended trough with hangers and double row of lamps, for indirect lighting.



No. 1781

POSTER LIGHTS

For even illumination of posters in theatre lobbies, bulletin boards, and the like—fluorescent strip lights and other forms of lighting equipment designed to suit conditions can be furnished. Submit details of requirements for price quotations.

EXIT SIGNS

Made in a variety of standard designs. Meet widely used types are listed—other types and illuminated directional signs are also available.

Flush Wall Types*



No. 697

Recessed in wall flush with surface. Hinged door holds glass face plate, and affords access for relamping. Wall box and front frame furnished as separable parts. Following have ruby glass face plate, white letters, cast bronze finish front frame.

No. 697—4" letters \$14.00
No. 699—6" letters 17.00
No. 698—8" letters 20.00

Surface Types*

Mounted on surface of wall, or semi-recessed, allowing 1/2" projection for removal of glass panel. Glass slides in from side. Following are single face signs with gold finish metal box, ruby glass face plate, white letters. Double face signs also available.

No. 680—3" letters \$3.50
No. 685—5" letters 4.00
No. 686—6" letters 4.50
No. 687—8" letters 4.50

*Pigtail wired socket installed \$1.00 additional.



No. 711

Outlet-Box Types

No. 711—Made for attachment to standard octagonal 4" outlet box in wall—includes base plate, wired socket, red lens with opaque letters, and hinged retaining ring. Finished in brushed brass, statuary bronze, or polished chrome Price \$5.00



No. 685

ATMOSPHERIC LIGHTING

Effect lighting devices for creating illusion of outdoor sky appearances on auditorium ceilings and other interiors.

Moving-Cloud Machines

Project slow moving continuously passing clouds in varying fleecy patterns upon a sky-painted ceiling. Comprised of a lamp housing, condensing and objective lens system, effect holder, hand painted motor-driven mica effect disc, and suitable supporting stand. No. 1671—for 1000 watt lamp..... Price \$300.00

Twinkling Star Outlets

Inbuilt flush with ceiling. Produce flickering spots of bright light like stars in the heavens. Small opening in plaster cone, 3/4" diameter or less, is provided for emission of light rays. Available in both the standard and low voltage designs. Details on request.

STEP AND AISLE LIGHTS

Enable patrons to find their way about in darkened auditoriums. Cast subdued light downward on steps and aisles without annoyance to audience.



No. 2780

No. 2780—Midget model for mounting on side of end seats adjoining aisle. For 6 watt candelabra screw base lamp Price \$2.60



No. 2677

No. 2677—Step light for stairways, mounted flush in riser. Louvered openings direct light to tread. Removable cast aluminum front. For 40 watt medium screw base lamp..... Price \$5.00



No. 676

No. 676—Aisle light for flush wall mounting. Louvered front directs light to floor. For 40 watt medium screw base lamp. Front removable, Price \$5.00

Other types and models available, including corridor lights, base board lights, aisle spotlights, etc.

WALL POCKETS

Heavy-duty plug outlets for use wherever heavy current temporary connections are required—in theatres, projection booths, photographic studios, hotels, schools, industrial plants, etc. Furnished complete with 2-wire plugs. Listed by Underwriters.

Flush Wall Types

No. 310—1 outlet, 50 amp. \$10.00
No. 311—2 outlets, 50 amp. 16.00
No. 312—3 outlets, 50 amp. 24.00
No. 313—4 outlets, 50 amp. 30.00



No. 311

Surface Wall Types

No. 307—1 outlet, 50 amp. \$8.00
No. 317—2 outlets, 50 amp. 14.00
No. 318—3 outlets, 50 amp. 21.00
No. 319—4 outlets, 50 amp. 28.00



No. 319

FLOOR POCKETS

Set in floor flush with surface. Have hinged self-closing cover notched for passage of cable. Fitted with heavy-duty plug outlets. Furnished complete with 2-wire plugs. Listed by Underwriters.

Stage Types

No. 351—1 outlet, 50 amp. \$10.00
No. 352—2 outlets, (1-25 amp.)
(1-50 amp.) 18.00
No. 353—3 outlets, 25 amp. 27.00
No. 354—4 outlets, 25 amp. 36.00



No. 354

Originators and
Manufacturers of
"KLIEGLIGHTS"

KLIEGL BROS

UNIVERSAL ELECTRIC STAGE LIGHTING CO., INC.

321 West 50th Street
New York, N.Y.

COLUMBUS 5-0130

ARCHITECTURAL • COMMERCIAL

Lighting

EST. 1896

THEATRICAL • DECORATIVE

ARC SPOTLIGHTS

Carlton arc lamps in suitable housing. Fitted with condensing lens. Slide grooves on front for spotlight attachments. Adjustably mounted on telescopic pedestal floor stand. Complete range of sizes. Comply with Underwriters requirements.

Standard Types

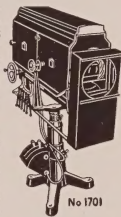


Hand-feed arc spots for average working distance of 35-100 feet. Provided with external focusing and arc feed control. Hand grip for directional movement. Arc ballast resistance on stand. Enclosed line switch. 25 ft. of cable.

No. 10—50 amp., 6" lens, \$107.00
No. 11—70 amp., 6" lens, 145.00
No. 18—70 amp., 8" lens, 170.00
No. 12—100 amp., 8" lens, 286.00*
*Without rheostat or cable, 175.00

All Duty Types

High powered long-range arc spotlights fully equipped with boom-stands for rapid color changes. Built in adjustable iris and curtain shutters for framing light beam. Quick acting focusing arrangements for spot to flood position. Centralized controls for arc, and other service features.



No. 1695—100 ampere all duty hand feed arc spotlight. Working range 100 to 150 ft. 8" condensing lens. Five color frames in color box on front of spot. Iris and curtain shutters. Double walled lamp housing with direct draft ventilation. Mounted on tubular steel side bracket on heavy cast iron base. Furnished complete with asbestos covered leads and line switch. Price \$360.00

No. 1701—140 ampere all duty automatic and hand feed arc spotlight. Working range 100/200 ft. 10" condensing lens. 6 removable color frames in boom-stand on front of spot, operated by keyed color levers on side. Inbuilt iris and curtain shutters operated by handles at rear. Movable arc carriage with focusing control hand wheel and position indicator. Motor driven mechanism for automatic arc regulation interconnected with hand controls. Slide grooves for standard spotlight attachments. Double walled housing with direct draft ventilation. Balanced and supported in yoke on massive base to assure freedom from vibration and easy directional movement. Furnished complete with leads and booster switch. Price \$675.00

Note: Resistance for connection in series with all duty arc spots is not included in prices listed. When ordered, they are supplied as separate units, for mounting at some out-of-the-way location.

INCANDESCENT SPOTLIGHTS

Plano-Convex Lens Types

Standard general utility spotlights with the usual clear-glass condensing lens, designed for use with concentrated filament lamps. Sliding lamp carriage adjustable for focusing. Available in all forms and sizes from 250/2000 watts. Provided with iris and type of mounting desired—pipe clamp, wall bracket, table base, or telescopic floor stand.

No. 53—250/400 watt, 4 1/2" lens, short range (15 ft.), medium screw base receptacle, pipe clamp. \$12.00
No. 5310—250/400 watt, 4 1/2" lens, medium range (25 ft.), medium screw base receptacle, pipe clamp. \$14.00



No. 70—1000 watt, 6" lens, average range (50 ft.), mogul prefocus receptacle, Alzak aluminum reflector, pipe clamp. \$33.00
No. 6N14—2000 watt, 6" lens, average range (50 ft.), mogul prefocus receptacle, Alzak aluminum reflector, floor stand. \$43.00

No. 8N20—2000 watt, 8" lens, long range (100 ft.), mogul prefocus receptacle, Alzak aluminum reflector, floor stand. \$66.00
*Wall bracket or table base same price. Floor stand at slightly additional cost.



No. 6N14

INCANDESCENT SPOTLIGHTS

Fresnel Lens Types

Complete range of sizes from 100/5000 watts. Utilizing refracting prismatic plate type Fresnel lens—producing a soft-edge high intensity light beam. Units accommodate standard concentrated filament incandescent lamps. Fully equipped with adjustable lamp carriage for focusing. Alzak aluminum reflectors. Slide grooves for color frames. Furnished with suspension mounting, wall bracket, table base, or floor stand.



No. 43N3—100 watt, 3" lens \$10.00
No. 43N6—500 watt, 6" lens 17.00

(Nos. 43N3 and 43N6 are normally supplied with wall brackets, but may be had with suspension mounting or table base at same price—or No. 43N6 on floor stand at additional cost.)

No. 43N8—1000 watt, 8" lens, \$75.00
No. 43N12—2000 watt, 12" lens, 100.00
No. 43N16—5000 watt, 16" lens, 150.00

(Above items Nos. 43N8 to 43N16, as listed, are supplied mounted on telescopic floor stand with rubber tired casters. They can also be supplied mounted on counter-balanced mobile studio stand, or for suspension mounting when so required. Prices on application.)



No. 43N16

KLIEGLIGHTS

High intensity light beam projectors with ellipsoidal reflectors, lens system, and coordinated shutter arrangement which permits direct regulation of size and shape of beam in every conceivable manner, so as to confine the light within any desired area. Accommodate standard bipost base up burning concentrated filament lamp in a range of sizes from 250/2000 watts.

Mounted Types

For permanent installation with square shutters only. Are supplied with wall brackets, pipe clamps, or table base.

No. 1163—250/500 watts, 5" lens \$33.00
No. 1165—250/500 watts, 6" lens 48.00
No. 1366—1000/2000 watts, 6" lens 90.00
No. 1368—1000/2000 watts, 8" lens 98.00

For Iris Shutters, add \$15.00 to above prices.



No. 1163

Portable Types



No. 1168 CR

Mobile units. Mounted on telescopic floor stands with rubber tired casters, and additionally equipped with built-in iris shutter, as well as framing shutter. Also, controls are conveniently located and arranged for quick and easy manipulation, such as required for service intended.

No. 1166-CR—1000/2000 watt, 6" lens \$150.00
No. 1168-CR—1000/2000 watt, 8" lens 168.00

(Above units can also be furnished on mobile studio stands. Prices on application.)

WORK LIGHTS

Portable floor stands with lamp receptacle attached. Useful where temporary lighting is required—as for cleaning auditoriums, and other interiors, repair work, and the like. Cable extension, which varies with requirements, not included in prices listed. Wiring passes through pedestal.



No. 655

No. 655—One light, 36" height, medium screw base receptacle. Price \$5.50

No. 654—One light, 5 ft. height, outlet box, and medium screw base receptacle, wire lamp guard. Price \$8.50

FLOODLIGHTS

Complete selection of floodlights of every description—for both indoor and outdoor applications.

Stage Types

Intended for use from side wings or from overhead on the stage. Provided with slide grooves on front for accommodation of color frames with gelatine mediums. For P. S. lamps.

Standing Units

No. 1N—Open-box reflector sprayed white, grooves for color frame; 500/1000 watt; pedestal floor stand \$24.00
No. 2N—Parabolic boxed Alzak aluminum reflector; grooves for color frame; 500/1500 watt; pedestal floor stand \$40.00

Hanging Units

No. 540—Open box reflector sprayed white; 500 watt; chain hangers; color frame \$7.50
No. 546—Parabolic boxed Alzak aluminum reflector; 500 watt; grooves for color frames; pipe clamp hanger \$20.00
No. 1155—All aluminum reflector without slide grooves; 1500 watt; pipe clamp hanger \$22.00

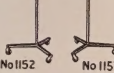


Studio Types

Highly developed units for photographic work. Properly designed for maximum efficiency, light control and flexibility. Applicable for general illumination and high lighting.

No. 1152—Deep corrugated polished Alzak aluminum reflector, for 1000/2000 watt P. S. lamps. Grooves for diffusing screen. Swivel yoke. Telescopic stand. Rubber tired roller base. \$74.00

No. 1157—Parabolic matte Alzak aluminum reflector. Self-diffusing. No slide grooves. 1500 watt. Adjustably mounted. Telescopic roller base floor stand. \$48.00



No. 1152 No. 1157



No. 11F 51

Outdoor Types

Weatherproof units in various designs for close or long range applications.

Closed Fronts

Concentrated beam unit provided with curved glass front lens, with water-tight gasket and retaining ring. Polished Alzak aluminum reflector, adjustable mounting, short length of rubber-covered cable. Accommodates standard general service lamps. Clear or colored front lens available.

No. 1601—150 watt, 8" diameter front \$9.50
No. 1602—200 watt, 12" diameter front 13.00
No. 1603—300/500 watt, 14" diameter front 25.00
No. 1605—750/1000 watt, 16" diameter front 35.00



No. 1602

Open Fronts



No. 558

Wide spread, long range units for large-area lighting. All aluminum weatherproof construction, adjustable supports with adapters for flat surface or pole mounting. Accommodate standard lamps.

No. 588—Single lamp unit for one 1000 watt P. S. lamp. \$40.00
No. 556—Two lamp unit for two 1000 watt P. S. lamps. \$100.00

*Originators and
Manufacturers of*
"KLIEGLIGHTS"

KLIEGL BROS

UNIVERSAL ELECTRIC STAGE LIGHTING CO., INC.

321 West 50th Street
New York, N.Y.
COLUMBUS 5-0130

ARCHITECTURAL • COMMERCIAL

Lighting

EST. 1896

THEATRICAL • DECORATIVE

COLOR LIGHTING ACCESSORIES

Various forms of devices for producing colored light and color lighting effects.

Color Wheels

Hand Operated

No. 14—13½" dia., 5 colors... \$3.00
No. 22—18" dia., 5 colors... 5.50
No. 23—24" dia., 5 colors... 11.00



No. 22

Motor Operated

No. 14AC—15½" dia., 6 colors, 15.00
No. 31AC—20" dia., 6 colors, 40.00
No. 35AC—24" dia., 5 colors, 65.00



No. 31

(Above have A. C. motors. Can also be furnished with D. C. motors. Prices on application.)

Color Frames

For use with open box floodlights, spotlights, and other stage lamps and lighting apparatus. Made in standard and special sizes, of metal or wood, for gelatine or glass color mediums.

Color Boxes and Rolls

For use with spotlights. Color boxes are fitted with several color frames in slide grooves with control levers, permitting quick change of colors. Color rolls for twilight effects have all shades of yellow, red and blue gradually blending from white to black—on silk rolls with suitable mountings and hand controls.

Color Filters

All forms of color media, of gelatine and glass, in a complete range of colors, for use with color frames for spotlights, floodlights, and other lighting equipment.

STAGE EFFECTS

Wide variety of equipment and adaptors for producing illusions and lighting effects for stage, displays, exhibits, etc.

Scioptions

Projecting equipment for producing moving scenic effects such as rippling water, moving clouds, setting sun, rising flames, and other natural phenomena. Complete with all electrical, optical and mechanical requirements.

Scenic Devices

Hand painted effect discs of numerous subjects for projection. Also black light radius effects, smoke effects, sound effects, lightning flashes, explosions, and other illusionary devices.

Slide Carriers and Adapters

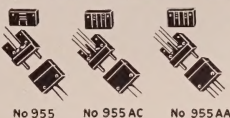
Used with projection apparatus for accommodation of lantern slides or special slides for lighting effects. Adapters permit their use with spotlights or scioptions.

Shutters and Blinders

Applicable to spotlights and other projection apparatus for framing light areas—stage openings, part of iron curtains, and in conjunction with scenic effects—complete selection.

PIN PLUG CONNECTORS

For use with portable lighting and electrical devices. Permit connections to be made quickly and securely. Withstand hard service. Made in two sections. Male end fitted with brass split pins, female end with brass sleeve. All live parts insulated with solid fibre. Listed by Underwriters.



No. 955

No. 955AC

No. 955AA

Two Pole

Amp.	No. (1)	No. (2)	No. (3)	Price
5.....	950	950AC	950AA	\$1.10
15.....	955	955AC	955AA	1.50
30.....	956	956AC	956AA	2.40
60.....	957	957AC	957AA	5.40
100.....	958	958AC	958AA	13.50

Note: No. (1) for connecting duplex to duplex; No. (2) for duplex to pair single conductors; No. (3) for two pair single conductors.

Connectors with any number of pins from 1 to 30 are available, also branch-off, multiple circuit, and flush types.

PORTABLE PLUGGING BOXES



No. 400

Outlets 2-Wire	2-Wire Main		3-Wire Main	
	No.	Price	No.	Price
6—30 Amp....	400	\$30.00	402	\$30.00
12—30 Amp....	401	58.00	403	58.00
4—50 Amp....	404	30.00	405	32.00
6—50 Amp....	406	48.00	407	50.00

Furnished with cartridge fuses, unless otherwise ordered. Other arrangements for heavier current demands also available.

DIMMERS

Slider Types

For spotlights and other stage lamps. Resistance element embedded in vitreous enamel insulation. Protective metal enclosure. Smooth acting spring contact. Light weight. May be readily attached to pedestal floor stand or mounted on flat surface. All sizes. 150/2000 watts.

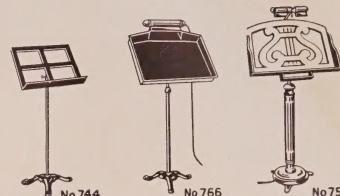
Plate Types

Round plate and rectangular dimmers, for individual or group mounting, single or interlocking control. Any capacity required. Also motor driven dimmers arranged for mobile color lighting.

Austratstat Types

Induction design. Permit smooth control irrespective of load from fraction of rating to full capacity. Most practical where load conditions are changeable or uncertain. May be used singly or in banks. Available in sizes up to 6000 watts inclusive.

MUSIC STANDS



No. 744

No. 766

No. 750

Standard and special designs of every description. With or without light fixtures. Music rests, properly illuminated, substantially constructed, stabilized floor stands.

No. 744—Demountable type without light fixture, easily dismantled. Wooden frame, hinged rest, iron tripod base..... \$4.50

No. 766—All-metal type with light fixture and light guards, set angle adjustable height; music rest dull black, gold finish otherwise..... \$14.00

No. 750—Type of mahogany, with light fixture. Incline and height adjustable. Twin lamp socket with light diffuser..... \$28.00

SUPPLIES

Complete stock is carried of various items used in conjunction with stage, studio and general illumination.

Lamps

Concentrated filament lamps—all types and sizes, for spotlights, floodlights and projection service.

Standard incandescent—regular forms of "A" and "PS" lamps; also humiline and other tubular lamps in various wattages, for general illumination and flood-lighting.

Fluorescent lamps—daylight, white and colors, for general and special applications.

Cable

Stage and borderlight cable; also cotton, asbestos, and rubber-covered conductor, in wide range of sizes.

Carbons

For arc lamps. Both cored and solid. For direct and alternating current. All types, sizes and combinations.

Pipe Clamps

For hanging or otherwise fastening spotlights and other lighting apparatus. In several standard sizes and designs. Also borderlight cable supports and hangers.

Iris Shutters

For spotlights. Adjustable diaphragm for fading on and off, or for spotting with ray of light before projecting full beam. Controls from black out to full opening.

No. 257—6" opening..... \$12.00
No. 258—8" opening..... 22.00

Lenses

Condensing and objective lenses for spotlights, scioptions, and other projection apparatus. In various diameters and focal lengths. Also spread lenses, Fresnel type and other forms.

Miscellaneous

Lamp coloring solutions, solderless lugs, lamp sockets, enclosed switches, and other sundries for lighting requirements.

KLIEGL LIGHTING IS APPLICABLE TO PRACTICALLY EVERY FIELD OF ILLUMINATION

Stage and Auditorium Lighting
Cove and Strip Lighting
Inbuilt Fresnel Lighting
Controlled-Beam Downlighting
Fluorescent Strip Lighting
Commercial and Industrial Lighting

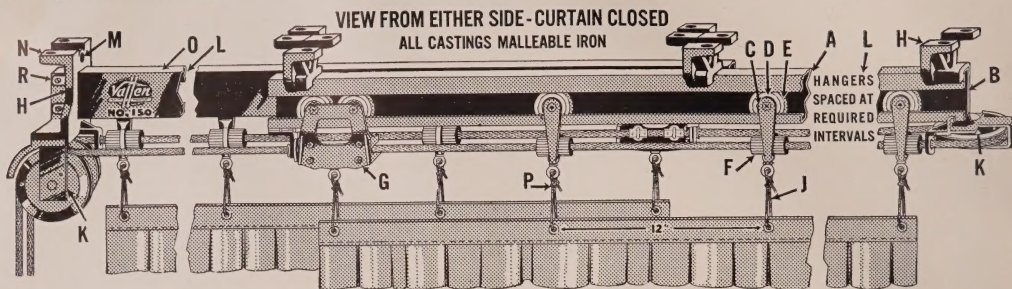
Spot and Flood Lighting
Color and Changing-Color Lighting
Show Window and Display Lighting
Church and Studio Lighting
Ballroom and Cabaret Lighting
Picture and Statuary Lighting

Services of our engineers are available to assist in the selection, design or layout of suitable lighting equipment.

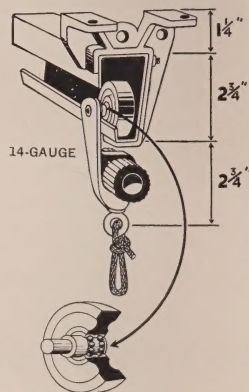
KLIEGL BROS. . . 321 West 50th Street . . . NEW YORK, N.Y.

Noiseless **ALL-STEEL CURTAIN TRACKS** And Automatic Controls

For Every Size & Type of Stage - Installed in Leading Theatres Everywhere



- | | |
|---|--|
| (A) 14-gauge cold drawn steel—each half of track one continuous length. | (K) Sheaves equipped with oilless, noiseless bearings. |
| (B) Special channel design gives great strength—1 3/4" header—5/8" raceway. | (L) Intermediate hangers spaced at required intervals. Track hangers adjustable to any location. |
| (C) 2 rows of ball bearings in hub of each wheel. No lubrication required. | (M) Holes for suspension. |
| (D) Special composition wheels and treads. | (N) Holes for fastening to ceiling. |
| (E) 1 3/4" O. D. wheels. | (O) Track channel furnished in any desired length. |
| (F) Combination spacer and tube silencer. | (P) "Straight-as-an-arrow" curtain suspension. |
| (G) Master carrier. | (R) Set screws hold sheaves in place. |
| (H) Sheave hangers interchangeable. | |
| (J) Combination fastener and trimmer. | |

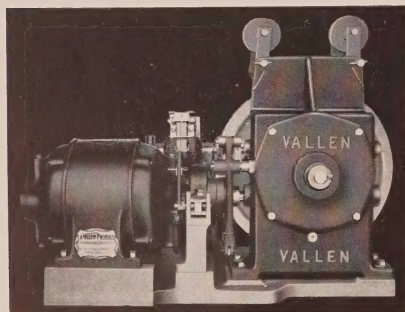


Vallen No. 150 Curtain Track

Scientifically engineered and manufactured with extreme care, the Vallen No. 150 All-Steel Safety Curtain Track carries a positive guarantee of precision performance and long life. The entire assembly forms a unit of faultless construction that is easily installed, will not get out of order and is safe under all conditions. If you want the most dependable, economical and trouble-free curtain track for the full life of your stage, you will select the Vallen No. 150, regardless of length desired. Curtain carriers operate noiselessly and the curtain hangs as straight as a plumb-bob.

Our engineers will gladly assist you in solving any curtain track or curtain control problem without obligation.

"Rear Fold" Tracks • Curved Tracks • Tracks for Heavy, Intermediate and Light Duty



Vallen No. 40 Junior Curtain Control

This model has always been popular due to its reputation for extra performance at a moderate cost. Inferior only to our Aero Speed units, many of these Juniors have been in service as long as 16 years and have been shipped all over the world. Due to quality materials, careful design and skilled workmanship, it places instant curtain action in either start, stop or reverse from any point, at the will of the operator, through Vallen exclusive one-button control. Revolutionary in design, Juniors are the most compact electric curtain controls ever achieved and are not to be confused with our own or other so-called "economy" units.

MECHANICAL DETAILS: 1/4 or 1/2 H.P. Motors—115-200 V. 60 Cy. 1 Ph. or 220 V. 60 Cy. 3 Ph. A.C. Same simple 2-wire connection as above. Hand operated release clutch. Same Val-Switch one-button control as above. Simplified timing mechanism requires no tools. Silent gear reduction unit built in motorhead. Motor, Condenser type to cut current consumption at start. Floating principle to assure taut cable, etc.

SOLD BY BETTER THEATRE SUPPLY DEALERS AND DRAPERY STUDIOS EVERYWHERE

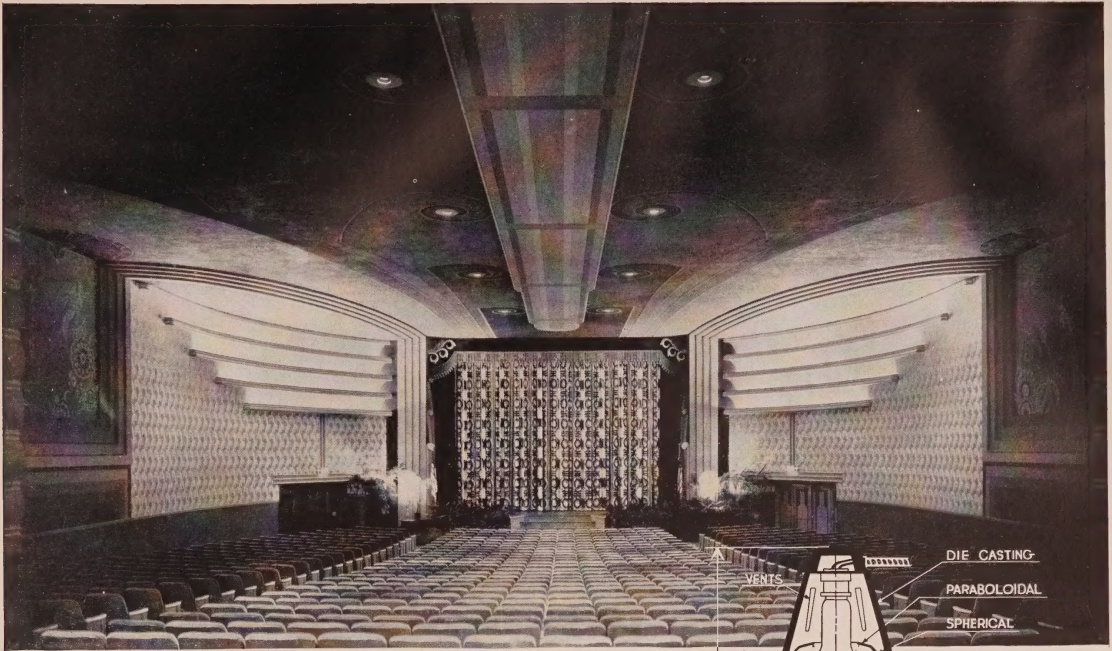
Manufactured by **VALLEN, INC.** AKRON, OHIO

Vallen No. 11 Aero Speed Curtain Control

The "Rolls-Royce" of all curtain controls, it is ideal for use on most stages of forty feet or more in width where service, longevity and quality are demanded of equipment. It combines the following features: (1) **EFFICIENCY**—that results in noiseless and quick start, stop and reverse actions; smooth speeds from 60 fpm for straight lift to 225 fpm for wide draw. (2) **SAFETY**—due to its unequalled strength guarding against damage to curtains, screen and other expensive back-stage equipment; and to its quick acting magnetic brake, safety clutch, cast aluminum spiral grooved cable drum and enclosed gear mechanism. (3) **ADAPTABILITY**—which enables it, in addition to standard draw curtain action, to operate vertical lifts, festoon curtain systems, etc.

MECHANICAL DETAILS: 1/4, 1/2 or 3/4 H.P. Motors—220 V. 60 Cy. 3 Ph. Two-wire connection from Control to starting station; no added wiring necessary for intermediate stations. Electric brake furnished where required. Instant action from button in any location. Silent gears. All working parts internally lubricated. Cast aluminum cable drum, spiral grooved. Safety clutch. Cable take-up, etc.





Silver Springs Theatre, Silver Springs, Md. John Eberson, Architect

HOW TO DO BETTER THEATRE LIGHTING AT HALF THE COST WITH RAMBUSCH *DOWNLITES

The ideal unit for downlighting in motion picture theatres and all lofty interiors. The direct light is controlled while the spill light is completely trapped by baffle plates.

COSTS REDUCED BY:

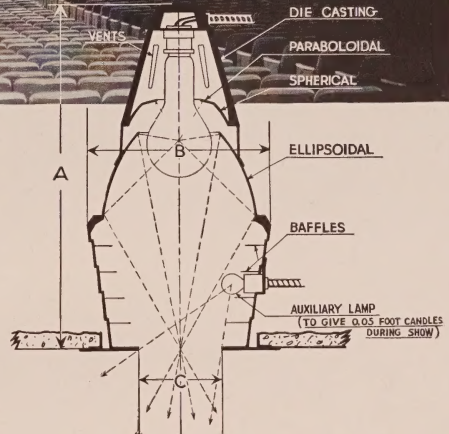
1. Less Wiring.
2. Elimination of Chandeliers.
3. Elimination of Side Wall Fixtures.
4. Elimination of Plaster Coves and Cove Strips.
5. Elimination of Aisle Lights.
6. Lower Electric Bills.
 - (a) By actual current consumption.
 - (b) By reduced demand charge.

7. Less Maintenance Cost

- (a) Fewer and cheaper lamps.
- (b) Simplified relamping labor.

LIGHTING IMPROVED BY:

1. Invisible Light Source.
2. Even Illumination.
3. No Spill Light on Screen.
4. High and Low Level Lighting from One Source.



100-W	300-W	750-W
150-W	500-W	1000-W
200-W		
300-W		
Medium	Mogul	Medium
		Bi-Post

Height A	20 1/2"	27"	31"
Diameter B	11"	14 1/2"	14 1/2"
Aperture C	5"	6"	6"
Price Plain Downlite	\$50.00	\$60.00	\$65.00
Price with Auxiliary Lamp	\$55.00	\$65.00	\$70.00
Weight	12 lbs.	24 lbs.	25 lbs.

*T. M. Reg. appl'd for U. S. Patents No. 2,094,670 and 2,179,161. Other patents pending

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CORRECT...
ESTHETICALLY
SATISFYING

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Designers, Engineers and Craftsmen

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SEND YOUR PLANS
TO OUR ENGINEERING
DEPARTMENT FOR LAYOUT
AND SUGGESTIONS

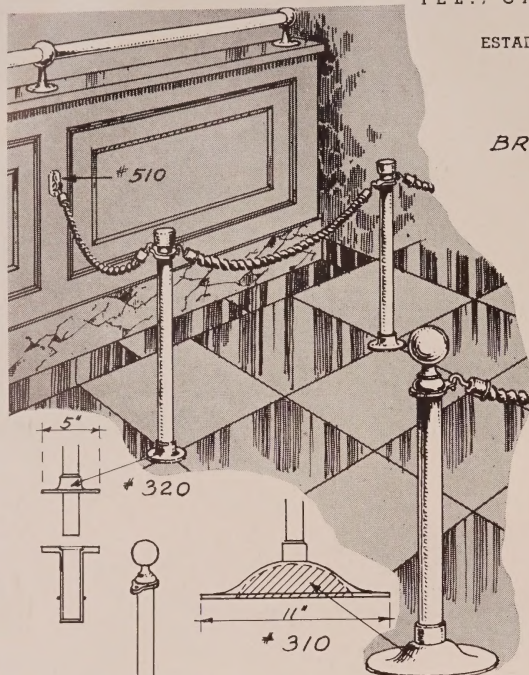
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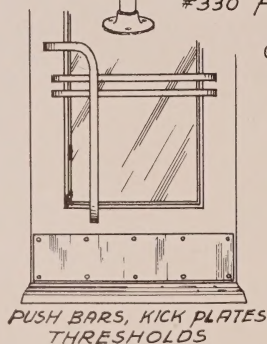


#320 REMOVABLE STANDEE POST
WITH FLOOR SOCKET & CAP

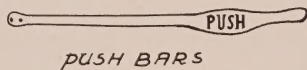
#310 PORTABLE POST WITH
HEAVY LOADED BASE

#330 FIXED POST

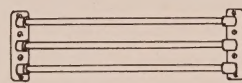
#330



PUSH BARS, KICK PLATES
THRESHOLDS



PUSH BARS

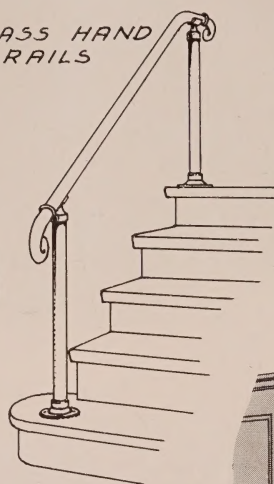


TRIPLE DOOR GUARDS

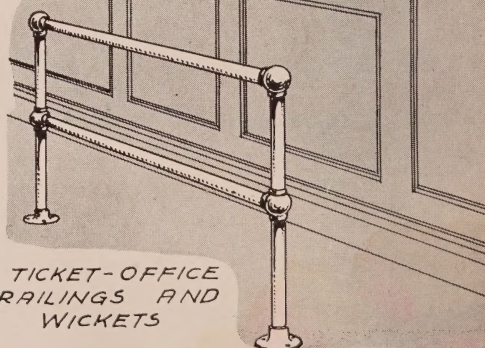
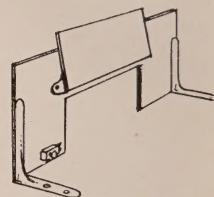


CAST
BRONZE
GRIPS

BRASS HAND
RAILS



COVER PLATES
FOR
BOX OFFICES



TICKET-OFFICE
RAILINGS AND
WICKETS

ALL ITEMS SHOWN ABOVE CAN BE FURNISHED IN
BRASS, BRONZE, CHROMIUM, ALUMINUM OR NICKEL-SILVER
IN HIGH POLISHED OR SATIN FINISHES. STANDARD SIZES ALWAYS IN STOCK

**Brass and Bronze Railings · Kick Plates · Door Guards · Saddles
Wickets · Grilles · Push Bars · Special Hardware**

The **SHADOW** of Mrs. Patron should dominate your Decorative Scheme

*M*R. PATRON comes to see the show and if the theatre is clean smelling, the chair comfortable and the sound and projection good, he's satisfied.

MRS. PATRON, however, has a more critical eye. Whether "limousine" or "trolley car" it's her vocation to be smart, to be stylish and to be in tune with the times. The newspapers cater to her with their fashion pages. The magazines keep her aware of changing trends in furniture, construction, decoration and materials. The retail stores flatter her with modern fixtures and many special services. *Don't you forget her for one moment in the decorating and furnishing of your theatre. Don't risk her displeasure and your time and money by using inexperienced newcomers or amateurs to set the decorative scheme.*



Close to the fashion centers of Park Avenue and Central Park and to the artistic center of Greenwich Village we are alive to every changing trend, and with the experience gained during 20 years of creating smart theatre interiors—we offer you an exploitable service and an ability to create "the theatre of tomorrow" at prices you can afford to pay today.

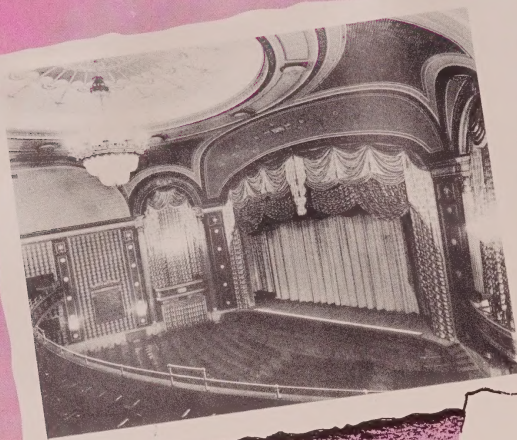


NOVELTY SCENIC STUDIOS INC.

OF NEW YORK

Complete Interior Decorating

★ Showmanship Investments in Smartness and



WALL COVERINGS and STAGE DRAPERIES

This large old theatre was recently remodelled under the personal supervision of its owner, Mr. Laurence S. Bolognino. The heavily draped stage and treatment of organ elevations are noteworthy.

CASINO, NEW YORK

Owner:
CONSOLIDATED
AMUSEMENT
ENTERPRISES



In this day of efficiency and development of modern materials, much can be accomplished for small expenditure. Frequent decorative changes are the vogue.

LOUNGE ROOMS

The home-like simplicity and charm of this room in a colonial type theatre reflects the modern decorative touch to a basically conservative theme.

GREENDALE
WORCESTER, MASS.

Owner:
GREENDALE
THEATRE CORP.

Architect:
BLACKALL, CLAPP,
WHITMORE
& CLARK



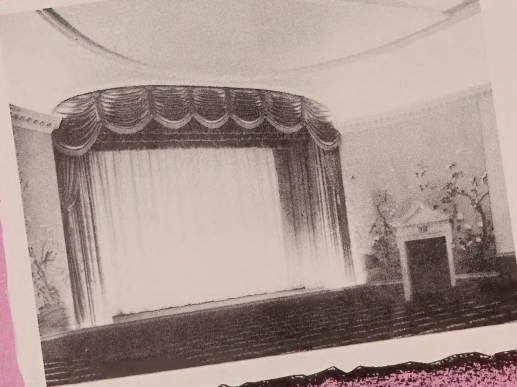
WALL MURALS and PROSCENIUM DRAPERIES

The rich simplicity of colonial design dominates this theatre in historic Virginia. Attention is directed to the fullness and beauty of the proscenium arch and the simple, though charming, treatment of the side wall.

WESTHAMPTON
RICHMOND, VA.

Owner:
NEIGHBORHOOD
THEATRES, Inc.

Architect:
A. O. BUDINA



STANDING ROOM and INNER LOBBY

The standee rail and side walls have been covered with padded natural pigskin leather ornamented with bronze stars and molding. Another prominent feature is the large mural painted on green linoleum and indirectly lighted from a lighting trough.

CENTER
BALTIMORE, MD.

Owner:
MORRIS MECHANIC

Architect:
ARMAND CARROLL

In 20 years of close association with many of the most outstanding Architects and Showmen that the theatre industry has produced, we have learned how to give any theatre that SNAP, NEWNESS and SMARTNESS which is the goal of every artist and showman

and Beauty that Brought Boxoffice Success ★

PROSCENIUM DRAPERIES

This new circular proscenium design lends itself to rich, modern draping treatment. As one of the most recent outstanding eastern theatres, it merits attention.

CENTER
BALTIMORE, MD.

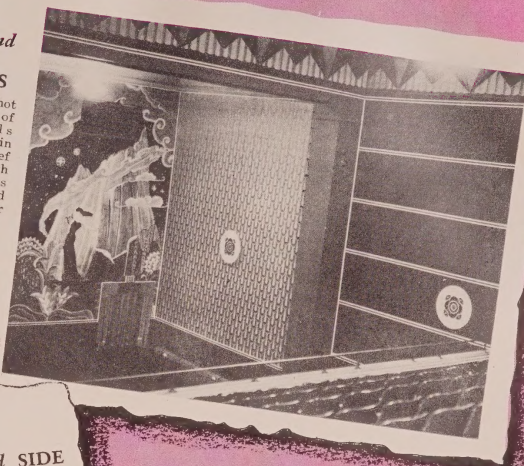
Owner:
MORRIS MECHANIC

Architect:
ARMAND CARROLL

MURALS and WALL COVERINGS

This interesting shot illustrates the use of colorful murals painted on velour in special low relief process, damask with an effective glass lighting fixture and single tone velour wall panels.

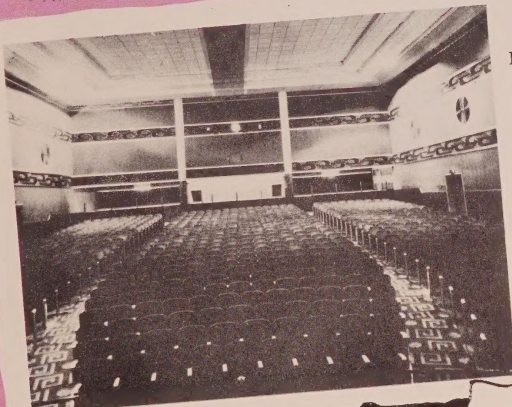
ARCADE
PITTSBURGH, PA.
Owner:
WILLIAM FINKEL
Architect:
HUNTING,
DAVIS & DUNNELLS



REAR and SIDE WALL COVERINGS

The decorative scheme of the proscenium is carried back along the side and rear walls to produce a balanced, restful and beautiful auditorium.

PALACE
BALDWINVILLE, N.Y.
Owner:
S & C. THEATRE
CORPORATION
Architect:
MICHAEL
DeANGELIS

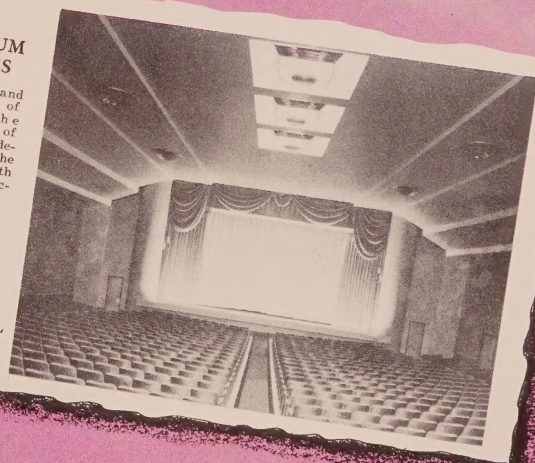


*Theatres that reflect the
modern trend with a true
adaptation to their lo-
cation and to the de-
mands and tastes
of their pa-
tronage.*

PROSCENIUM DRAPERIES

Modern in line and with a minimum of ornamentation, the decorative feature of this new theatre develops around the proscenium arch with its modern and effective draping.

MARGATE
MARGATE, N.J.
Owner:
WIELAND
AND LEWIS
Architect:
ARMAND CARROLL



Get our Ideas and Prices!

**COMPLETE INTERIOR DECORATION : DECORATIVE MURALS :
WALL COVERING WITH DAMASK, VELOURS, AND OTHER
MATERIALS : ACOUSTICAL TREATMENTS : DRAPERIES :
STAGE CURTAINS : CYCLORAMAS : STAGE RIGGING : ASBES-
TOS CURTAINS : AND SPECIALISTS IN ALL BRANCHES OF
THEATRICAL DECORATING.**

PLACE YOUR COMPLETE DECORATIVE PROBLEMS WITH US AND GET OUR
SKETCHES SHOWING SUGGESTIONS AND ESTIMATED PRICES. OUR SKILLED
CRAFTSMEN AND ARTISTS WILL GO ANYWHERE AND NO JOB IS TOO LARGE
OR TOO SMALL FOR THE EXPERT ATTENTION OF OUR STAFF. IN ALL
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NEW YORK CITY

Specialists in the Creation of Smart Interiors for Over 20 Years

Let Us Submit a Rough Estimate !



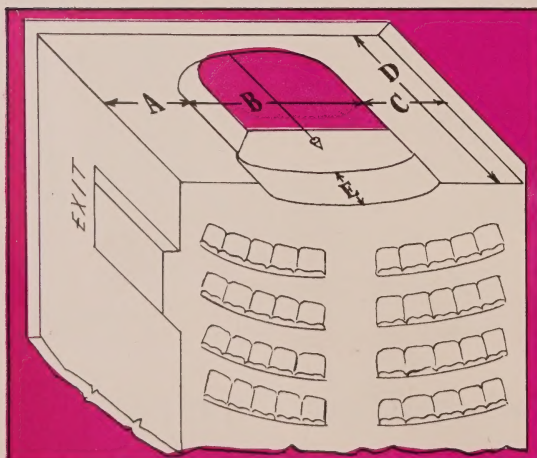
WE'LL NEED AS MUCH OF THIS INFORMATION AS POSSIBLE

1. WHAT IS THE DISTANCE BETWEEN LEFT WALL AND STAGE OPENING (Line A) _____
2. DIS-
TANCE BETWEEN RIGHT WALL AND STAGE OPENING (Line C) _____
3. WHAT IS THE WIDTH OF
THE STAGE OPENING (Line B) _____
4. WHAT IS THE DISTANCE FROM THE FLOOR TO
THE STAGE APRON (Line E) _____
5. WHAT IS THE HEIGHT OF FRONT WALL FROM FLOOR TO CEILING
(Line D) _____
6. HOW FAR OUT DOES YOUR STAGE APRON EXTEND FROM THE FRONT WALL LEVEL

7. HOW FAR BACK IS YOUR SCREEN BEHIND THE FRONT WALL LEVEL

8. IF YOU HAVE A STAGE, WHAT IS THE INSIDE HEIGHT FROM FLOOR TO FLY LOFT _____
9. IS THE PROS-
CENIUM OPENING SQUARE OR OVAL TOP, AND WHAT IS THE HEIGHT FROM STAGE FLOOR TO TOP OF OPENING
(Line G) _____

10. WHAT ARE THE DIMENSIONS OF YOUR SIDE EXIT
DOORS _____
11. GIVE US ANY HELPFUL DE-
TAILS REGARDING YOUR INTERIOR THAT WILL ENABLE
US TO VISUALIZE YOUR DECORATIVE PROBLEM, AND IF
POSSIBLE SEND A PHOTOGRAPH OR ROUGH PENCIL DRAW-
ING OF YOUR FRONT AND SIDE WALLS. FOR FRONT, REAR,
OR SIDE WALL TREATMENT, SEND OVERALL MEASURE-
MENTS, NUMBER OF PANELS, ETC.



NAME _____

THEATRE _____

ADDRESS _____

The World's Largest Mat House •

Modernize — with MATS

This is a new day in theatre construction—the demand is for more attractive entrances. TYL-A-MATS have been acclaimed by the best theatre architects and owners as the most practical treatment of your lobby floor yet devised.

TYL-A-MATS are full of life and color. They are made to harmonize with your general color scheme. Their non-slip, dirt-eliminating features make them a good investment to even the small theatre owner.

TYL-A-MATS ARE NOT EXPENSIVE! Whether you are planning a new theatre, modernizing an old one, or desirous of improving a cracked or otherwise unsightly floor, investigate TYL-A-MAT.

TYL-A-MATS whether in a tile design or in modernistic patterns, combine richness with utility. There is only one quality standard in TYL-A-MATS—the highest!

Our engineering department will help you plan an outstanding lobby installation.

Details of every order are worked out. Architects' designs or owners' wishes can be built into these mats.

Black, red, grey, brown, green, blue, white, gold and burnt orange can be combined in attractive designs to give your lobby that finished appearance so desirable.

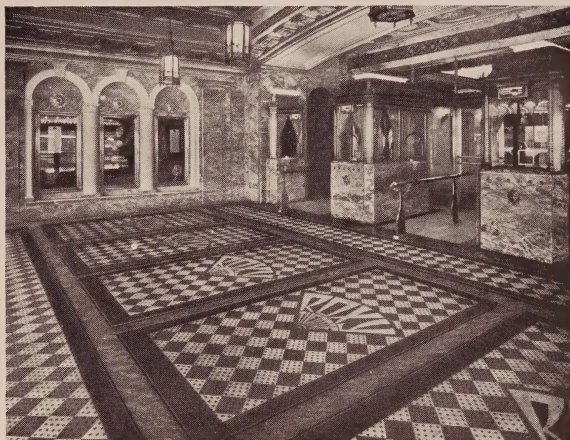
CATALOGUE UPON REQUEST

Specialties — with THEATRE VALUE

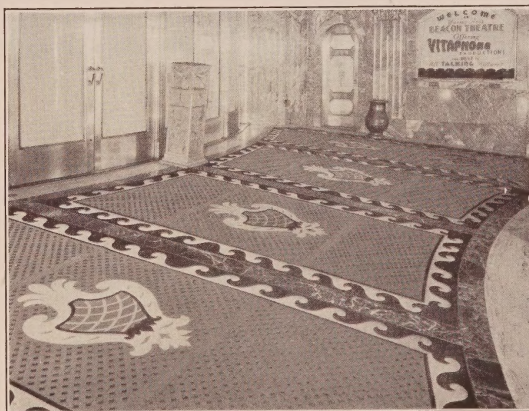
- PERFORATED AND CORRUGATED RUBBER MATS IN SINGLE COLORS.
- CORRUGATED RUBBER MATTING—BLACK—MAROON—MARBLED
- SINGLE-TONE CORRUGATED MATTING—GREY—RED—BLUE—GREEN—GOLD
- DUOTONE CORRUGATED MATTING—INSET BORDERS
- DUOTONE STAIR TREADS—CORRUGATED OR SMOOTH
- CURVED NOSING STAIR TREADS
- BILTRIGHT LINK MATS
- FOUNTAIN MATS
- URN MATS
- NEW JACO-METAL ENDS FOR ALL TYPES OF RUNNERS
- SPECIAL SAFETY METAL STAIR NOSING

TYL-A-MATS

SERVING BETTER TYPE THEATRES FOR OVER 20 YEARS



When the ROXY THEATRE was built, Jackson TYL-A-MATS were selected in preference to those of all competitors. This was not chance—it was choice! AFTER TWELVE YEARS THEY ARE STILL GIVING SERVICE!



SPECIAL DESIGN IN A WARNER BROTHERS THEATRE

O.W. JACKSON & CO., Inc., 290 FIFTH AVE., NEW YORK

Sold by Better Theatre Supply Dealers throughout the World.



ABOVE: Showing two Model "SR-W" (semi-recessed) SANI-DRI in a modern washroom, providing dependable, sanitary drying service and washroom cleanliness.



ABOVE: Showing three Model "SF" (pedestal type) SANI-DRI in a space-saving arrangement between lavatories.

Theatres That Have Installed SANI-DRI			
ADELPHI THEATRE	Chicago	RAY THEATRE	Chicago
ATLANTIC THEATRE	Chicago	STATE-LAKE THEATRE	Chicago
CALIFORNIA THEATRE	Chicago	UPTOWN THEATRE	Chicago
DE LUXE THEATRE	Chicago	WINDSOR THEATRE	Chicago
GRANADA THEATRE	Chicago	WOODLAWN THEATRE	Chicago
HALFIELD THEATRE	Chicago	WOODS THEATRE	Chicago
HARPER THEATRE	Chicago	STADIUM THEATRE	Chicago
HOWARD THEATRE	Chicago	ILLINGTON THEATRE	Chicago
MARSHALL SQUARE	Chicago	AMO THEATRE	Chicago
MIDWAY THEATRE	Chicago	PORTAGE THEATRE	Chicago
NORSHORE THEATRE	Chicago	NEW GEM THEATRE	Plymouth, Ind.
OAK THEATRE	Chicago	STATE THEATRE	Oklahoma City, Okla.
OLYMPIA THEATRE	Chicago	VARSITY THEATRE	Lincoln, Neb.
ORIENTAL THEATRE	Chicago	ORPHEUM THEATRE	Huntington, W. Va.

THE CHICAGO HARDWARE FOUNDRY CO.

Dependable Since 1897

SANI-DRI DIVISION—DEPARTMENT 11

NORTH CHICAGO

ILLINOIS

BELOW: Showing two Model "SR-W" (semi-recessed) SANI-DRI in another attractive washroom, providing uninterrupted drying service and preserving room-cleanliness.



SANI-DRI

the Modern Drying Service

Dries with electrically-heated air—a *quick, thorough* and *sanitary* drying service—there is nothing to carry contamination from one user to another. SANI-DRI, always ready for use, *automatically* provides *continuously dependable* drying service . . . the uncertainties of old-fashioned drying methods are eliminated. Room-and-wall-defacing towel-cabinets and soiled-towel receptacles are no longer necessary. With Models "SR-W" (semi-recessed) and "SF" (pedestal type), SANI-DRI has a flexibility of application suitable to any washroom layout.

SANI-DRI Eliminates a Dangerous Fire-Hazard

Towels strewn around the washroom are a serious fire-risk — awaiting only a lighted cigarette or match to start a dangerous blaze

or panic. Even *constant* servicing of the washroom cannot completely prevent danger. SANI-DRI eliminates this fire-hazard.

"MORE THAN A DRYING SERVICE"

SANI-DRI *automatically* keeps washrooms *cleaner*—there is no unsightly towel litter. Washroom service requirements and costs are *greatly reduced*—there is no need of filling

towel-cabinets nor emptying soiled-towel receptacles; room appearance is improved and savings of 90% in towel-bills are assured. SANI-DRI is "more than a drying service."

BELOW: SANI-DRI is suitable for small as well as large washrooms as will be seen by this compact space-saving installation.



New Low Prices—VOIGT SIGNS



4427 - X
4427 - L
4427 - M



7291 - D
7291 - G



7291
7291 - F



7844



7534



7445 - C



7445
7445 - D



7534 - A



7845 - A



7316



7316 - A



7846 - A

1/2" Actual Size

NEW LOW PRICES —

on Voigt Illuminated Signs is good news!

● Voigt Signs are colorfully appealing, attention-getting, attractive. They are made of the finest materials by expert workmen.

These signs add to the convenience of your patrons. They are necessary and important to show your guests the way to safety and comfort.

the way to safety and comfort.			Retail Price	List Price
Number	Size Letters			
4427 - X	6"	EXIT	\$ 6.00	\$10.00
4427 - L	6"	LADIES	7.50	12.50
4427 - M	6"	MEN	7.50	12.50
7291	2"	LADIES or MEN	9.00	15.00
7291 - F	2"	" " " (double face)	12.00	20.00
7291 - D	2"	" " " (double face)	9.00	15.00
7291 - G	2"	" " " (double face)	12.00	20.00
7316	6"	EXIT	9.00	15.00
7316 - A	2½"	LADIES or MEN	9.00	15.00
7445	6"	EXIT	9.60	16.00
7445 - D	4"	" " " (double face)	9.60	16.00
7445 - C	2"	LADIES or MEN	9.60	16.00
7534	2"	" " " (double face)	12.00	20.00
7534 - A	2"	" " " (double face)	9.60	16.00
7844	6"	EXIT	7.50	12.50
7845 - A		LADIES Silhouette	9.00	15.00
7846 - A		MEN	9.00	15.00

Prices are complete with socket, ready to install, less lamp bulb. All signs for surface mounting on outlet box, except 7844, 7845-A and 7846-A, which include metal box 11½" x 6½" x 3" deep for recess in wall.

● By attending to this important detail of safety and comfort NOW, you will avoid dangerous risks and hazards. Select types to suit your conditions and order from your supply dealer or direct from manufacturer.

VOIGT COMPANY • *Designers and Manufacturers*
1745 N. 12th Street -- Philadelphia, Pa.

Send for catalog on Decorative Lighting

GENUINE CURTEICH-CHICAGO 'C.T. ART-COLORTONE' POST CARD (REG. U.S. PAT. OFF.)

PLACE
ONE CENT
STAMP
HERE

POST CARD

LIGHTING LOGIC

The quick response of the eye to light makes ATTRACTIVE LIGHTING a definite asset anywhere. Especially is this true in theatres, dependent as they are on artificial illumination. Attractive

Lighting unconsciously attracts patronage because it appeals to the senses, pleases and comforts customers. In addition to its psychological effect, it has the triple advantage of combining in one medium, the three foremost elements of modern decoration: viz: light, ornament and color.



No. 7915-F—Illuminated Mirror and Drinking Fountain

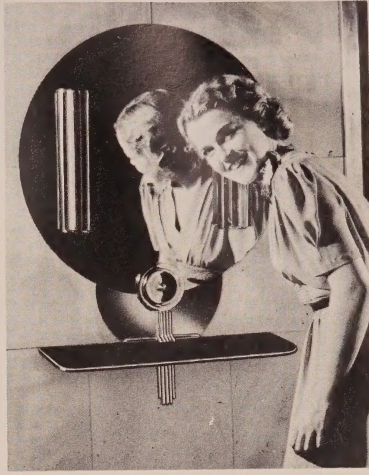
A combination of beauty and Utility, the new VOIGT Fountain has smart, modern styling. The chromium and black color scheme of the whole ensemble is rich and pleasing in appearance. There are three USEFUL features in this one matched unit: (1) Sanitary drinking water; (2) Decorative mirror; (3) Indirect illumination.

No. 7915-F. 26" dia. mirror, two indirect lights, polished black porcelain Drinking Fountain basin, angle stream bubbler and health-type protective mouthguard, self-closing, stream height control valve. Drain trap to wall. All easy to clean and keep clean. Complete ready to install.

No. 7915-C—COOL DRINKING WATER. Electric Cooling Unit with Motor and Compressor. Methyl-Chloride refrigerant, oil separator and adaptor. Cooling Unit built right into fountain basin cools water instantaneously, at bubbler, as you drink. Capacity 6 to 13 gallons per hour.

ATTRACTIVE LIGHTING, like most everything, is the result of ability and knowledge. 37 years of specialized service to theatres has established VOIGT reputation and record of experience: taught us how to give you the best value for your money. When you select lighting, consider design, illumination and decorative effect; materials, workmanship, construction; also the practical angle of installation, maintenance, service, repairs, ultimate appearance, lamp bulb expense, and current consumption. Then compare all these vital points with the initial cost. We believe you will convince yourself that VOIGT Lighting is moderately priced and the best investment.

Architects include these items in their specifications. It saves time and improves appearance.



No. 7915-S—Illuminated Mirror with Shelf

Up-to-date theatres increase good will and invite repeat business by satisfying their customers with sanitary drinking water. Today's competition calls for customer comfort and convenience. Provide this service and gain the profitable advantage. Your patrons will appreciate the appearance and usefulness of this equipment—the finest value money can buy.

No. 7915-M — MAGI-FOUNTAIN. Causes water to flow and stop when person approaches and leaves Drinking Fountain. No hand valve to operate; water is turned on and off automatically without effort. Novel advertising medium arouses curiosity, thought and talk that will get you plenty of publicity.

No. 7915-S. Ideal companion piece where Drinking Fountain is installed on opposite wall. Can be used independently as well. Black Vitrolite Shelf, 22"x6", provides place for programs or literature; also convenient to lay down packages, handbag, etc., so hands are free for tidying up when using mirror.

Roughing-in Diagrams furnished with all Installation Details, Measurements, Etc., for Electrical and Plumbing Connections.

PRICES, DESCRIPTIONS, ETC. ON THE REVERSE SIDE OF THIS CARD • TURN IT OVER!

This space should be covered with a card illustrating an assortment of good-looking, practical, moderate priced Exit and Direction Signs. If card is needed elsewhere, or becomes missing, duplicate cards will be sent on receipt of request mentioning quantity required.

Signs, as well as lighting fixtures illustrated, represent only a few selections from our extensive line. Many more standard designs are available; new designs are being continually made. Sketches and estimate for standard or special lighting will be submitted on receipt of requirements.

Visit our factory showrooms where you will see on display samples of the latest in lighting. By comparing styles, types and effects—examining and inspecting materials and finishes—securing the benefit and advice of VOIGT designers and lighting engineers, you will best equip yourself to intelligently select the most suitable lighting for your particular purpose.

37th Year

VOIGT COMPANY

Illuminating Engineers
Designers and Manufacturers

1743-49 No. 12th St.
Philadelphia, Pa.

INDIRECT LIGHTING

Next Page

Distributed by all NATIONAL THEATRE SUPPLY COMPANY BRANCHES

"LOUVA-LUX" Decorative Indirect Lighting at its best!

Scientifically shaped, expertly placed metal louver fins conceal the lamp bulbs, yet allow a uniform glow of light to filter thru the openings similar to a venetian blind.

No.	Dimensions in inches	LIGHTS 2 circuits	No.	Dimensions in inches	LIGHTS 2 circuits
+8512	54 x 8	13 (8 x 5)	9036-P	30 dia. x 36	15 (9 x 6)
+8512-R	72 x 8	19 (12 x 7)	9036-R	11 dia. x 48 overall	15 (9 x 6)
+8512-S	90 x 8	25 (16 x 9)	9036-T	86 x 20	29 (14 x 15)
*8914-S	39 x 8 x 18 suspension	13 (8 x 5)	9132	12 dia., 8 deep	6 (3 x 3)
8999-C	15 dia. 8 deep	6 (3 x 3)	9132-A	18 dia., 8 deep	8 (4 x 4)
9036-D	68 x 20	21 (11 x 10)	9132-B	24 dia., 8 deep	8 (4 x 4)
9036-N	30 dia. x 48 overall	22 (13 x 9)	*9236-M	27 x 8½ x 7 deep	7 (3 x 4)

*8514-S and 9236-M made longer with 4 lights in each additional foot.

†8512, 8512-R, 8512-S long vertical section only; no metal sides for lumiline lamps.

Scale: 1 inch = 1 foot.

Finish: White and Aluminum.

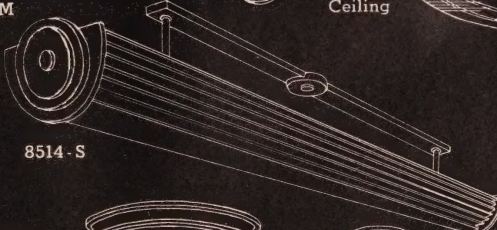
Metals: Aluminum and Steel.

Glass: White Alabaster.



9036-P
Close to Ceiling

9236-M



8514-S

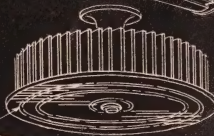


Cross Section

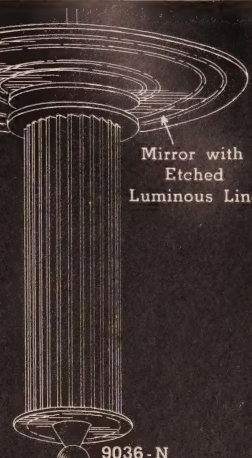


8999-C

MIRROR



9132 12"
-A18"-B 24"

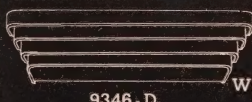


9036-N
9036-R No Mirror

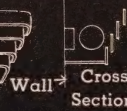
Mirror with Etched Luminous Lines



VOIGT
COMPANY
PHILADELPHIA, PA.



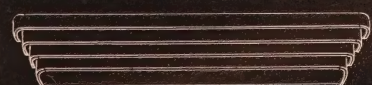
9346-D



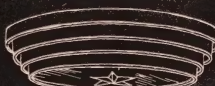
Cross Section



PLAN WALL



9346-B



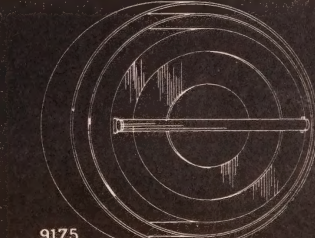
9346-E-F-G



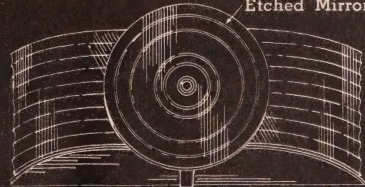
9346-H-J-K-L-M



9346



9175



Etched Mirror

8737-C 30" x 15" - D 60" x 15"

Horizontal and circular forms for modern, streamlined interiors. New and refreshing shapes to rejuvenate old interiors and renew interest.

Alternating dark and luminous lines are formed by the invisible light source. Colorful indirect light rays from wall brackets create contrast. Unique modern lighting decoration with no glare or annoying distraction.

No.	Dimensions in inches	LIGHTS 2 circuits	No.	Dimensions in inches	LIGHTS 2 circuits
9346	54 x 5 x 5	9 (4 x 5)	9346-G	24 dia. x 5	6 (3 x 3)
9346-A	42 x 5 x 5	7 (3 x 4)	9346-H	15 x 8 x 5	3 (2 x 1)
9346-B	30 x 5 x 5	5 (3 x 2)	9346-J	24 x 10 x 5	4 (2 x 2)
9346-C	24 x 5 x 5	4 (2 x 2)	9346-K	30 x 10 x 5	5 (2 x 3)
9346-D	15 x 5 x 5	3 (1 x 2)	9346-L	42 x 10 x 5	7 (3 x 4)
9346-E	12 dia. x 6	4 (2 x 2)	9346-M	54 x 10 x 5	9 (4 x 5)
9346-F	18 dia. x 6	6 (3 x 3)			

Scale: 1 inch = 1 foot.

Metal: Steel.

Finish: White.

Glass: White Alabaster in ceiling fixtures only.

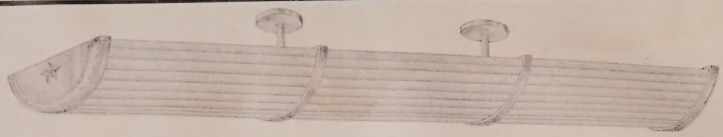
Numbers on this page wired for 2 circuits. One for bright white light, one for dim color lighting. Also made for Lumiline or Fluorescent Lamps.

No.	Dimensions in inches	LIGHTS 2 circuits
8737-C	30 x 15	8 (4 x 4) indirect
8737-D	60 x 15	9 (6 x 3) 18" Lumiline
		Circular mirror with etched luminous lines. Concave fluted, frosted glass.
9175	24 dia.	7 (4 x 3) soft, indirect color illumination, 1 circuit; bright direct light from Lumiline on separate circuit

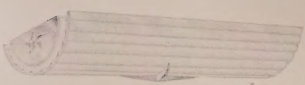
Scale: 1 inch = 1 foot.

Metals: Aluminum and Steel.
Finish: Aluminum.

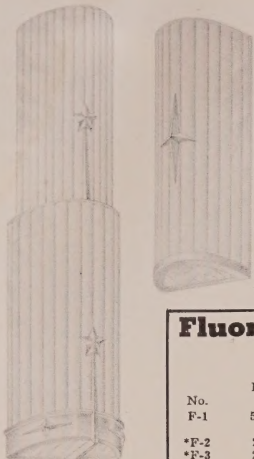
**FLUORESCENT and
OTHER LIGHTING**



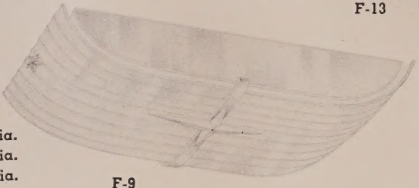
F-10 1-Section
F-11 2-Section
F-12 3-Section



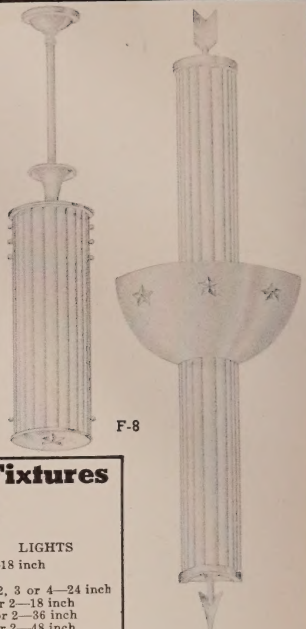
F-13



F-7 2-Sections
F-6 1-Sec. 8" Dia.
F-5 1-Sec. 10" Dia.



F-9



F-8

F-2 6" Dia.
F-3 8" Dia.
F-4 10" Dia.

Fluorescent Lighting in Distinctive Fixtures

More light at less expense; rich, vivid colors; less heat. These are some of the advantages of the new fluorescent lamps.

No.	Dimensions in inches	LIGHTS
F-1	54 x 15	1—36" and 3 medium base in indirect bowl
*F-2	20 x 6	1—18 inch
*F-3	20 x 8	1 or 2—18 inch
*F-4	20 x 10	1, 2 or 3—18 inch
*F-5	26 x 10	1, 2 or 3—24 inch
*F-6	20 x 8	1 or 2—18 inch
*F-7	38 x 10	1 or 2—36 inch

*Also made longer for 24 inch lamp.

Scale: 1 inch = 1 foot. Finish: Aluminum with Gold Stars. Metals: Aluminum, Steel and Brass. Glass: Concave Fluted, Frosted.

No.	Dimensions in inches	LIGHTS
*F-8	22 x 7 x 42 overall	1—18 inch
F-9	30 x 16 x 6 deep	1, 2, 3 or 4—24 inch
*†F-10	20 x 8 x 8	1 or 2—18 inch
*†F-11	38 x 8 x 8	1 or 2—36 inch
*†F-12	50 x 8 x 8	1 or 2—48 inch
*†F-13	20 x 8 x 4	1 or 2—18 inch

† Longer lengths by adding 18 inch unit sections.



F-1



9208
Scale 1"=1'-0"



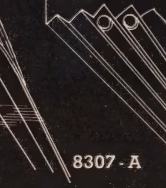
8492



8248



MIRROR
8806



8307-A



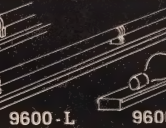
8926

VOIGT Streamlined Troughs, "Litestrip" and reflector shapes with sockets for medium base, Lumiline or Fluorescent lamps. For all conditions; direct, semi-indirect or indirect lighting. Many other styles available. Forward details for sketch suggestions and estimate. Ask for prices on your own designs.

"Litestrip" and Reflectors



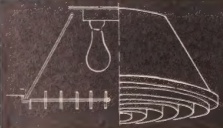
9600-F



9600-L



9600-A



7929-A—Downlighting from recessed louvered ceiling units. Get our engineering data and layouts.



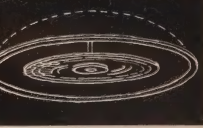
7895-C—Circular, oval, square and rectangular shapes for Architectural and Built-in Lighting.



P-101 and 9300-B—Combine lighting with Air-Distributing Plaques to reduce number of units on ceiling.



P-104—Air Distributors of COMPOSITE (metal reinforced, cast plaster) in all periods, shapes and sizes.



9078-B—Metal or Plaster Domes and Coffers provide many interesting forms of decoration and illumination.

Today the advantage of decorative illumination is being used more than ever before to enhance surroundings and to furnish that desired atmosphere. New in ideas, but old in experience, VOIGT designers versed in the arts of decoration and illumination offer their services to you, without obligation. The fundamental principles we have acquired and the practical knowledge we have gained is yours. Ask for our help, advice and assistance. "It's a wise man who profits from the experience of others."

INDIRECT LIGHTING

See Preceding Page

Our manufacturing facilities for the production of all work in metal, glass and plaster are geared for economy and quality. We solicit your inquiries on Decorative Lighting and Ornamental Plaster. Illuminated Signs, Illuminated Pylons, Urns, Pedestals, Crystal and Glass, Wrought Iron and other metals. You will find our prices moderate, consistent with good quality. Our service is dependable, reliable and honest. The architects, owners and operators of many of the 36 theatres illustrated in Section A of this book will tell you that VOIGT is a good company to do business with.

REFERRING to the



THEATRE EXTERIOR



SECTION
C

MEMORANDUM

DAVIDSON
PORCELAIN ENAMEL



DAVIDSON
PORCELAIN ENAMEL



DAVIDSON
PORCELAIN ENAMEL



The Highest Attainment
in porcelain enamel for architectural purposes

- EQUALLY ADAPTABLE TO OLD OR NEW BUILDINGS
- RETAINS NEW APPEARANCE INDEFINITELY
- HIGH ATTENTION VALUE
- UNLIMITED COLOR RANGE
- WIDE RANGE OF FINISHES (Lustre, Satin, Ripple, etc.)
- EASILY CLEANED
- MODERATE COST
- WATERPROOF JOINTS
- EASILY APPLIED
- FIRE PROOF
- NO MAINTENANCE COST

Free!

Write today for a copy of the Davidson book on porcelain enamel for theatres. It is free and entails no obligation.

DAVIDSON facilities offer a latitude which permits designing freely in a wide range of sizes, shapes and colors, while DAVIDSON equipment permits the manufacture of quality porcelain enamel building parts that cannot be produced satisfactorily or promptly by ordinary methods. The service of a trained, experienced architectural and engineering staff is at your command.

DAVIDSON ENAMEL PRODUCTS, INC.
450 E. KIBBY ST. • LIMA, OHIO

ADLER*All Sizes: 6" - 8" - 10" - 12" - 16" - 24"***"Streamline" Cast Aluminum
SILHOUETTE LETTERS****THE 8" - 10" - 12" - 16" - 24" USED INTERCHANGEABLY on ADLER
Locked-in-Line MULTI-DECKER GLASS-IN-FRAME CONSTRUCTION**

ADLER	FOR	MODERN	ALL SIZES
SLOTTED	R	DISPLAY	8" TO 24" INTER-
LETTERS			CHANGEABLE

**THE MODERN, COMPLETE ADLER LINE OF
CHANGEABLE LETTER EQUIPMENT**

—brilliant, soundly engineered, strongly constructed.

**LUG TYPE OR SLOTTED LETTERS
IN 6"-8"-10"-12"-16"-24"**—embodying the famous ADLER *Reflecting Bevels*.**MULTI-DECKER FRAMES FOR INTERCHANGEABLE
USE OF 8"-10"-12"-16"-24" SLOTTED LETTERS**—creates large, luminous front *without divider bars*.**EXCLUSIVE ADLER Locked-in-Line FRAMES**—holds frames in perfect alignment—assures light-tight joints between frames—facilitates installation and maintenance as *every other unit is removable*.**ADLER GLASS-IN-FRAME CONSTRUCTION**

—glass held directly in vertical channels of frames. We can furnish the glass and glaze the frames here before shipment.

SEPARATE GLASS AND FRAME CONSTRUCTION

—glass rests in sign grooves, entirely separate from frames.

FRAMES SET DIRECTLY IN GROOVES OF SIGN

—no changes required in sign construction—no clips to scratch the surface (especially on porcelain enamel where rust would follow.)

**POPULAR 10"-16"-24" COMBINATION—
LETTERS LINE UP PERFECTLY**

—use larger letters as Capitals or as complete words to feature STARS and TITLES.

TOUGH, BAKED FINISH IN ALL STANDARD COLORS

—standard finish is black face and silver bevels, or solid black face and bevels, but other colors also furnished.

TWISTED BAR END-FRAME CONSTRUCTION

—prevents light leakage and improves appearance of installation.

EASY TO INSTALL AND SIMPLE TO MAINTAIN—units easily handled and lock and unlock automatically. *Every other unit is removable* for easy maintenance.**7/8" WIDE GROOVE CONSTRUCTION
FOR MULTI-DECKER FRAMES**

—these grooves are cheaper to make and we provide multi-decker frames to fit. Where necessary however, we furnish frames to fit existing grooves as narrow as 1/4" wide.

TIE-BACK CONSTRUCTION

—furnished to conform with Underwriters' requirements, for frames 50" or over in height—no extra charge.

**CURVED MARQUEE OR
MITRED FRAME REQUIREMENTS**

—furnished. Curving glass and frames requires additional time and carries extra charge.

**WONDERFUL RESULTS FROM SIMPLY REPLACING
OLD STYLE LETTERS IN MARQUEE**

—where a new marquee is not to be built. We furnish supporting frames to fit any existing grooves, even as narrow as 1/4" wide.

APPROVED BY UNDERWRITERS' LABORATORIES, INC.

—for any opening up to 9 ft. (108") in height and any length whatever—may be shipped direct to job without inspection at the job.

LETTERS GUARANTEED AGAINST BREAKAGE

For every one you break, we give you a new letter FREE.

BACKED BY SOUND SUBSTANTIAL CONCERN

—ten years experience in changeable letter business, assuring maximum value and satisfaction.

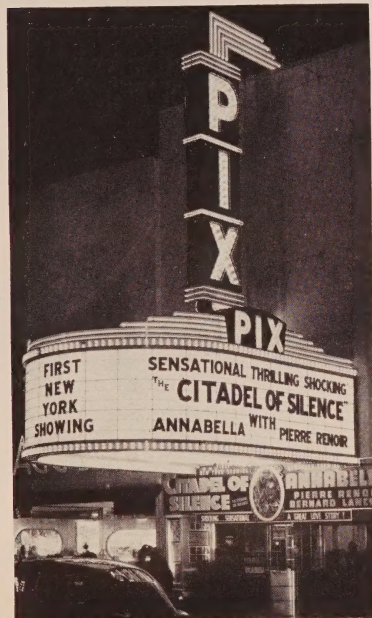
**WRITE FOR COMPLETE PORTFOLIO
OF UP-TO-DATE INFORMATION**

Recommendations and quotations gladly submitted to meet all changeable letter sign conditions. No obligation.



Teletenews Theatre, Chicago, with V-shaped marquee utilizing ADLER 10", 16" and 24" letters interchangeably in openings.

Harper Theatre, Detroit, outstanding modern marquee showing combined use of ADLER 10", 16" and 24" Letter Program Display.



View from lobby of R.K.O. Palace Theatre, New York, showing use of ADLER 8" Letters announcing coming features.

Pix Theatre, New York, a curved marquee with brilliant 10" and 16" ADLER Letter Display.

Monroe Theatre, Baltimore, an example of a modest type theatre with marquee display of ADLER 10" Letters.



ALL ADLER Silhouette Slotted and Lug Type Letters, Single Line Frames, and Multi-Decker Glass-in-Frame Construction used in one large opening with various sizes of letters in the same sign, are protected by National Patent Corporation.

WE WILL FURNISH YOU A PATENT PROTECTION CERTIFICATE ON ALL ADLER LETTERS AND EQUIPMENT YOU BUY. | ALL LETTERS, AND ALL FRAME, AND GLASS-IN-FRAME CONSTRUCTIONS, ARE FULLY COVERED BY ONE OR MORE PATENTS AND OTHERS PENDING.

Various ADLER Patents

United States Patents No. 2,156,257 granted May 2, 1939; No. 2,155,904 granted April 25, 1939; No. 2,144,954 granted January 24, 1939; No. 2,038,978 granted April 28, 1936; No. 1,989,855 granted February 5, 1935; Canada Patent No. 369,858 granted November 9, 1937. England Patent No. 442,512 granted February 3, 1936.

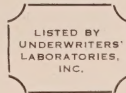
ADLER SIGN LETTER CO.

General Offices: 2909 S. Indiana Ave., Chicago, Ill. - New York Office: 33 W. 60th St.

CHICAGO • NEW YORK • TORONTO, CAN. • LONDON, ENG.

COPYRIGHT 1940, ADLER SIGN LETTER CO.

(PRINTED IN U.S.A.)





The ARTKRAFT SIGN COMPANY

GENERAL OFFICES—EVANS and KIBBY STREETS, LIMA, OHIO, U. S. A.

Complete Front Modernization

NONE TOO SMALL OR TOO LARGE FOR ARTKRAFT'S STAFF OF EXPERT DESIGNERS, ENGINEERS AND SKILLED CRAFTSMEN

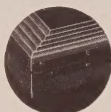
Regardless of the size of your modernization budget you will find that ARTKRAFT products make your dollars go farthest.

ARTKRAFT PORCELAIN ENAMEL FRONTS

ARTKRAFT PATENTED PRE-FABRICATED MARQUEES

Sizes to fit any house.....Prices starts **\$610**

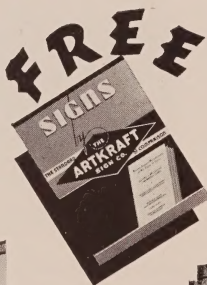
ARTKRAFT ALUMINUM POSTER FRAMES



Heavy die cast extruded aluminum. Continuous piano hinge. Illuminated or non-illuminated. Built-in panel locks. Heavy crystal plate glass. 5-ply wood back (felt finished). Any size. Also lower priced "Competition" metal covered wood frames.



EMERY—READING, OHIO



ARTKRAFT DEEP EMBOSSED CHANGEABLE LETTERS

9-inch. Oversized. 18-gauge copper plated steel. Baked wrinkle finish. Strongest made. Light as aluminum.

It costs more not to modernize than to keep abreast of the times.

● ARTKRAFT, the world's largest manufacturer of marquees and signs for all purposes, offers the ONLY complete service in designing, engineering and manufacturing of fronts. Here you can buy an entire new front with ONE responsibility. So write today for catalog, prices and terms, giving width of front, width of sidewalk, and name of theatre. No obligation. All ARTKRAFT products bear the four union labels.



UPTOWN—KALAMAZOO, MICH.



SOUTHTOWN—SPRINGFIELD, ILL.



CLARKE—MATTOON, ILL.



GRAND—HARLEM, KY.



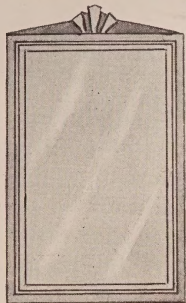
TEMPLE—SPRINGDALE, PA.



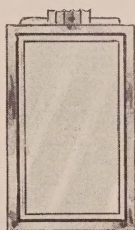
CRAFTON—CRAFTON, PA.



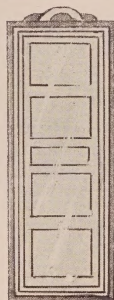
for your THEATRE



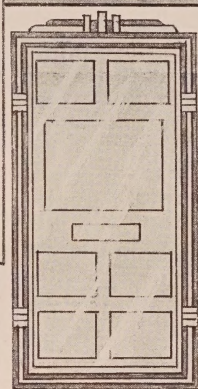
40 X 60 FRAME



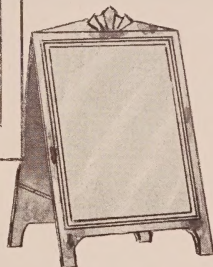
ONE SHEET FRAME



PHOTOFRAME



40 X 80 FRAME



EASELFRAME

1. REFACING FRONTS
NEW DISPLAY FRAMES
AND NEW TICKET BOX

2. REFINISHING LOBBIES
NEW FRAMES AND TICKET BOX

MODERN FRONTS AND LOBBIES
will increase your attendance and profit

BRING US YOUR PROBLEMS

The Low Cost of Expert Knowledge
Will Surprise You.

LIBMAN-SPANJER CORP.

1600 Broadway

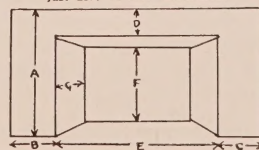
New York, N. Y.

Telephone: Circle 6-8880-1

HIGH WIDE

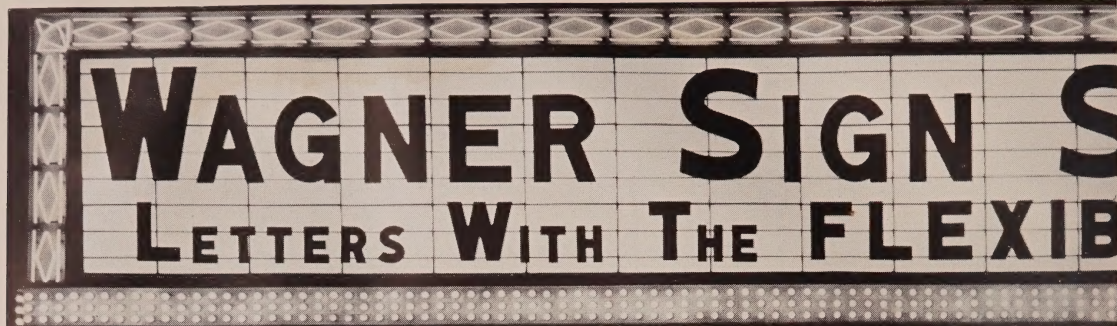
A	
B	
C	
D	
E	
F	
G	
LOBBY	

DESIGNS and ESTIMATES—FREE
Just Give Us This Information!

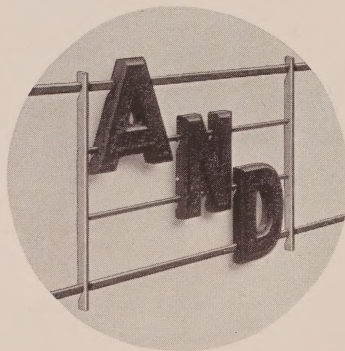
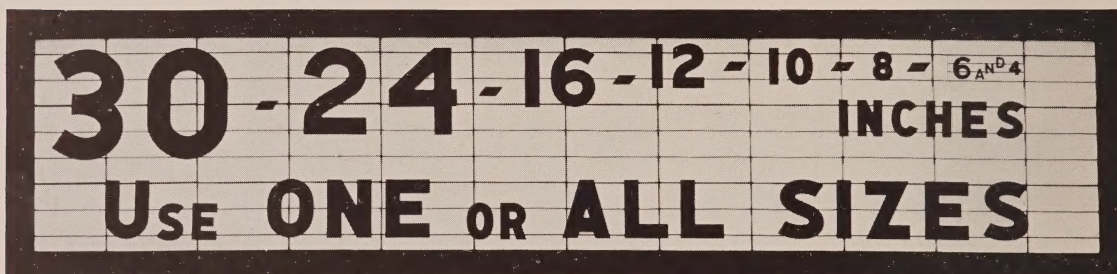


ESTIMATE ON—

WOOD ☐ METAL ☐ FORMICA ☐



As shown in the illustration below (an actual photograph of Letters in the Frame), Wagner Master Multiple Construction permits the use of any or all of the eight sizes of Wagner letters (from 4" to 30"). The Wagner Master Multiple Frame consists of a series of bars (stainless steel) spaced on 7" centers. All sizes of letters from 8" to 30" are slotted on a uniform basis, with a uniform spacing between slots, so that all these sizes of letters may be set in the frame. 8", 10" and 12" Letters set on two bars, 16" Letters set on three bars, 24" Letters set on four bars and 30" Letters set on five bars. 4" and 6" size letters can be set in the Wagner Master Multiple Frame by using the NEW Wagner FLEX-WORD Unit.



The NEW Wagner FLEX-WORD Unit

The NEW Flex-Word Unit consists of miniature frames that mount on the Master Multiple Frame. The illustration at the left pictures a FLEX-WORD Frame (carrying 4" letters) mounted on a Multiple Frame. Wagner 6" and 4" Letters are slotted with a uniform spacing between slots so the FLEX-WORD Frame carries either or both sizes. FLEX-WORD Frames are available in 8", 12", 16", 20" and 24" lengths for either straight or curved attraction boards. An invaluable aid to flexibility in arrangement of copy in the attraction board—saves space—permits better use of space—improves the display value of the marquee—and makes word-plates unnecessary.

(The illustration at left shows the flexibility of use of FLEX-WORD Units—the 4-inch letters can be staggered in three lines as shown, or two straight lines of 4-inch letters can be used (one line above the other) in a single bar space.)

The Proper Height of Openings for Master Multiple Construction

To find the proper height of openings for Master Multiple construction (permitting the use of any or all 8 sizes of Wagner letters) multiply the number of horizontal bars desired by

7 and then add 1". Example: for three rows 8", 10" or 12" letters 6 bars are required—6 (bars) x 7" equals 42" plus 1" equals 43". Smaller openings may be used for 6" or 8" letters only.

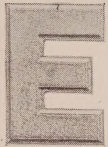
For Representative Installations of Wagner Letters See Presentations Number 2, 8, 9, 16, 25, 27, 28, 29, 32, 33, 35, 36

218 S. Hoyne Avenue, CHICAGO

WAGNER SIGN
123 W. 64th Street, NEW YORK

SERVICE INC PRESENTS QUALITY OF THE PRINTED PAGE

Wagner Letters Are Made in the Following Types and Sizes in a Wide Variety of Colors



**Left: Solid
Color Cove**

Made in 4", 8", 10",
12", 16", 24" and
30" sizes.



**Left: Colored
or Aluminum
Cove Edge**

Made in 4", 8", 10",
12", 16", 24" and
30" sizes.

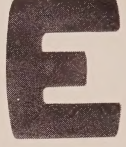
**Right:
Gothic**

Made in 6", 8",
10" and 12"
sizes.



**Right:
Poster**

Made in 8" and
10" sizes.



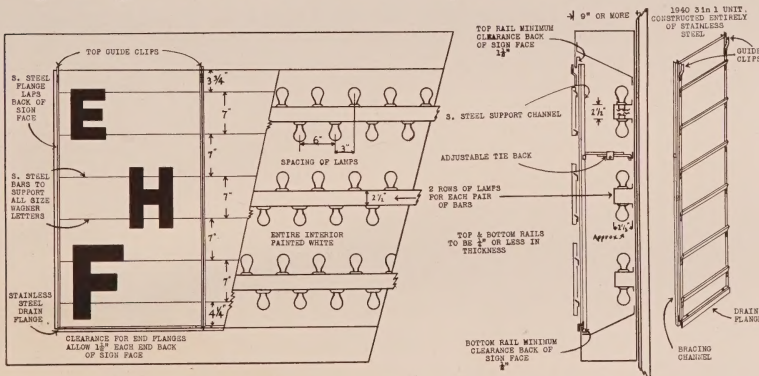
The Way to Select the Size and Number of Letters

If Master Multiple Construction and the larger size or smaller size letters are to be used: purchase only $\frac{1}{2}$ the number of 10" letters listed below and lay out in advance future programs ordering additional letters as required. If only one size letter is to be used, estimate as follows:

[Numeral indicated under size of letters is to be multiplied by footage of opening (per pair of bars)]	6"	8"	10"	12"	16"	24"	30"
	LETTERS	LETTERS	LETTERS	LETTERS	LETTERS	LETTERS	LETTERS
Opening Size	Multiply by	Multiply by	Multiply by	Multiply by	THESE SIZES BEST USED FOR FEATURES. BUY QUANTITIES DESIRED.		
40 ft.	7	5 $\frac{1}{2}$	5				
50 ft.	6 $\frac{1}{2}$	5	4 $\frac{1}{2}$				
75 ft.	6	4 $\frac{1}{2}$	4 $\frac{1}{2}$	3			
100 ft.	5 $\frac{1}{2}$	4	3	2 $\frac{3}{4}$			
150 ft. and over	5	3 $\frac{1}{2}$	3	2 $\frac{1}{2}$			

Lighting and Construction Specifications

Good Lighting Is Essential to the Advertising Success of Your Marquee



For incandescent bulb lighting use a minimum of one lamp to one and one-half times the square of the distance from the lamp center to the glass. Neon lighting may be used. We recommend neon for attraction lighting only in cases of mild climates. If illuminating with neon use only fluorescent or high intensity tubing. Space tubes on no less than 7" centers in locations with little light competition and on closer centers (in extremely brilliant locations 3" center) in proportion to light competition.

**WE DO NOT RECOMMEND THE
USE OF RED, BLUE OR GREEN
NEON FOR ATTRACTION
LETTER LIGHTING.**

For Good Advertising Layout - Do Not Crowd Your Copy (This Is Where You Display Your Showmanship)

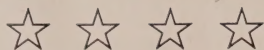
Wagner has prepared sets of rubber stamps (scaled $\frac{3}{4}$ " to the foot) for all sizes of Wagner Letters, also ruled sheets on the same scale. With this equipment you can lay out your copy in your office exactly as you would have it appear on your mar-

quee. These stamps are essential if you wish to take maximum advantage of the advertising possibilities of your front. These rubber stamps cost only 4.00 per set per size of letter; the ruled sheets are supplied for \$1.50 per hundred.

For Representative Installations of Wagner Letters See Presentations Number 2, 8, 9, 16, 25, 27, 28, 29, 32, 33, 35, 36

SERVICE, INC.
706 E. Hancock Avenue, DETROIT

6 Britain Street, TORONTO



SOLITE Raised Opal Glass

"LETTERS OF CREDIT"

STILL DOMINATE!

A Wide Range of SIZES

Permit Varied Applications:-



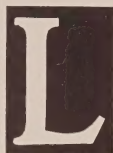
ROMAN

10"

12"

7"

(lower case)



ARCHITEC- TURAL

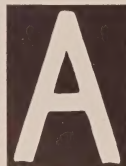
4"

6"

7"

8"

10"



RADIO CITY

4"

10"

12"



BEVEL EDGE

4"

6"

8"

10"

12"



SPURRED EGYPTIAN

2", 3", 4"

6", 8", 10"

12", 14", 16"

18", 20", 24"

Regular
Condensed
Extended

Featured in a recent modern theatre MARQUEE ALTERATION:-



NOTE THE IMPROVEMENT GAINED BY THE USE OF OUR MODERN

10 in. RADIO CITY Style Letters

DIGNIFIED! LEGIBLE! UNIFORM!

Write us for our new price list

Falk Glass Products Co.

115 West 23rd Street, New York, N. Y.

NOTICE:—Through the use of FALK RAISED OPAL GLASS LETTERS
you cannot be involved in ANY Patent Litigation!

REFERRING to • •

SIGHT AND SOUND



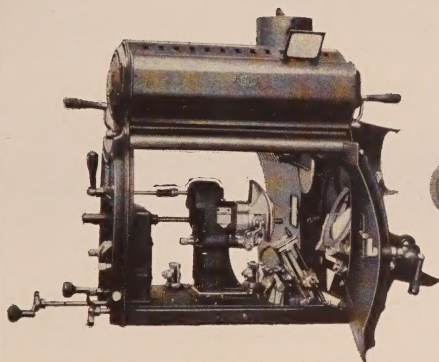
SECTION
D

MEMORANDUM

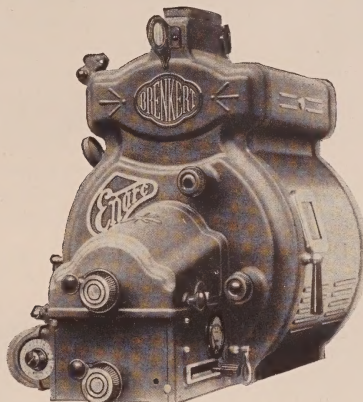
For
every
Theatre
Requirement

THERE IS A BRENKERT PROJECTION LAMP

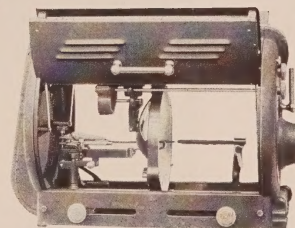
Brenkert Projection Lamps are universally used in theatres of all sizes and types throughout the world. They are standard equipment in many of the world's largest theatre circuits.



**THE SUPER HIGH
INTENSITY**



THE ENARC



THE ECONARC

Brenkert Projection Lamps are sold and serviced by authorized Brenkert distributors throughout the United States and in most foreign countries.

Descriptive Literature on Request

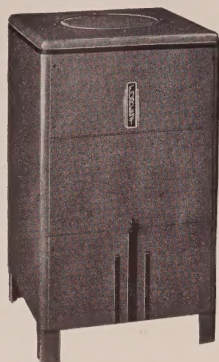
BRENKERT LIGHT PROJECTION CO.

ENGINEERS AND MANUFACTURERS

DETROIT, MICHIGAN, U. S. A.

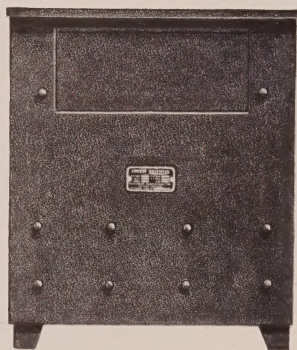
A BALANCED *arc*

RECTIFIERS



FOREST *Super* MCS RECTIFIERS

Forest Magnesium-Copper Sulphide Rectifiers with the newly developed Forest transformer, designed and engineered in our laboratories, give definite assurance of protection from line voltage fluctuations. The Super MCS has—reliable 3 phase fan . . . magnetic switches . . . visual 3 phase line indicator . . . automatic voltage regulator . . . housed in a new sturdily built modernistic case—all distinct Forest features. Approved by Underwriters Laboratories. Consult our authorized dealer and obtain the specially prepared brochure giving complete technical data on Forest Super MCS Rectifiers.



LD-60 FOREST

LD-60 Bulb Type Rectifiers have been developed to meet the demand for a reliable, efficient, low cost power conversion device to supply projection arcs. Important new circuits have been developed and Forest rectifiers conform in every way to the standards required for modern projection. Each rectifier serves one lamp and has an output from 30 to 60 amperes for Simplified High Intensity operation. This rectifier, with the Forest Lamp, meets the demand of the smaller theatre where an inexpensive source of white light is required.

RECTIFYING TUBES

Forest Rectifying Tubes are manufactured for use in rectifiers, power supply units and battery chargers of all makes. When used in Forest Rectifiers they are your guarantee of maximum efficiency, reliability of operation and maximum economy. The standards of construction built into Forest Rectifying Tubes are recognized by electrical engineers everywhere. Specify Forest Rectifying Tubes on your next tube purchase.

FOREST MANUFACTU
200 MT. PLEASANT AVENUE

Light COMBINATION

LAMPS and SCREENS

FOREST



For more than a quarter of a century, Forest Rectifiers have been the leading money-saving power conversion equipment. To meet present day requirements for top projection efficiency, at the least possible cost, Forest Manufacturing Corporation has designed a **BALANCED 'ARC-LIGHT' COMBINATION** for the motion picture industry.

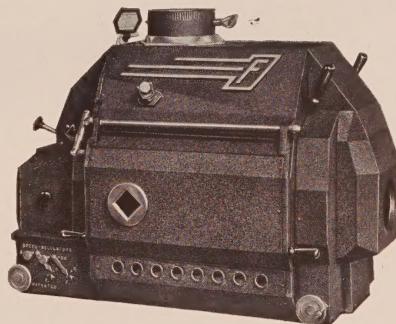
This combination includes the time-proved Forest Bulb-Type and Magnesium-Copper Sulphide Rectifiers, the Forest Projection Lamps and the Forest Sound Screens.

Through this **BALANCED 'ARC-LIGHT' COMBINATION**, Forest has scientifically achieved the ultimate in screen illumination and has made drastic slashes in operating costs possible.

FOREST LAMPS

This improved projection lamp, developed by Forest, was designed to overcome the technical imperfections in present projection lamps. In the Forest Projection Lamp is featured: an entirely new carbon feed which maintains perfect focus. Does not require the operator's constant attention. . . . Takes any type of carbon trim—5 to 9mm. negative, 6 to 13mm. positive—thus accommodating trims for Suprex or Simplified High Intensity, Low Intensity and all new requirements. . . . Adjustable magnetic arc control permitting greater draught and removal of burnt gases. . . . Full adjustments provided for reflector, carbon guides and holders, independent separate control of positive and negative carbon feeds. . . . Lamp mechanism placed where it cannot be clogged by falling particles of carbon and to ease cleaning. Many other distinctive features are incorporated into the Forest Projection Lamp. These features are discussed in detail in a specially prepared brochure.

This Lamp, with the Forest Bulb-Type rectifier, meets the demand of the smaller theatre where an inexpensive source of white light is required.



FOREST SOUND SCREENS

Designed and manufactured to retain their original surface over a longer period of time. The special Forest Surface-Processing Method eliminates the necessity of increasing the amperage at the arc to obtain increased light. The complete Forest Sound Screen line is: The new "Balanced-Light" Sound Screen, gradually perforated thus evenly distributing light and sound. . . . The "Super-Quality" Sound Screen manufactured to meet exacting conditions. . . . The "Special" for use in the smaller house. . . . "Beaded" for the low intensity theatre. . . . Forest "Silver" for use wherever this type of sound screen is desired. . . . All Forest Sound Screens are flame-proofed.

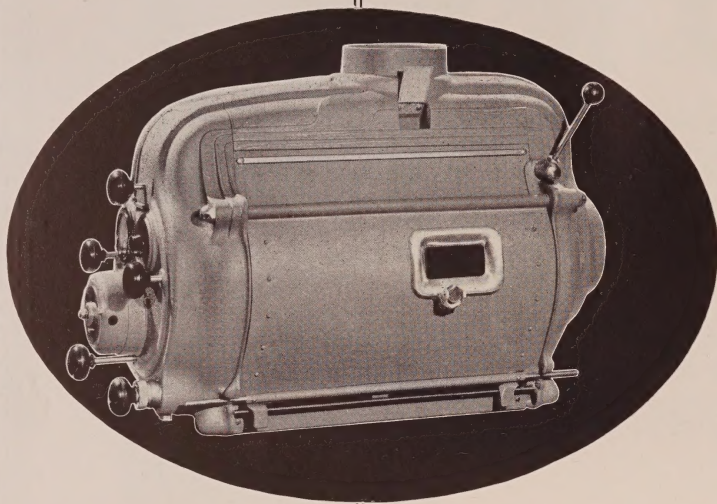
RING CORPORATION

NEWARK, NEW JERSEY

The **NEW** *Strong Utility*

A HIGH INTENSITY PROJECTION ARC LAMP

for the moderate sized theatre using a screen up to 18 feet in width; where the vivid brilliancy of high intensity projection, as used in the metropolitan first run theatres, has been heretofore denied by prohibitive operating cost.

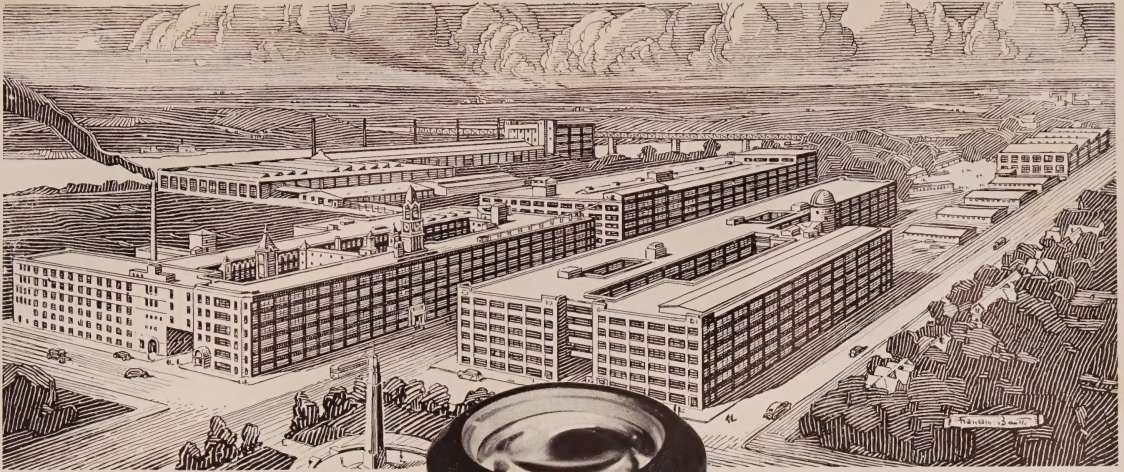


To secure the desired screen brilliancy with the present dense black and white and the colored films, twice as much light has been required as is possible to project by any low intensity lamp. This necessary doubling in light over the low intensity has been made possible at an increased combined current and carbon cost of less than 2c per hour, through the development of a perfectly balanced and coordinated lamp and rectifier unit of intermediate capacity which exactly fits the needs of this class of theatres.

*Ask your Independent Theatre Supply Dealer
about the NEW STRONG UTILITY today.*

The Strong Electric Corp.
2501 Lagrange Street Toledo, Ohio

EXPORT OFFICE: Room 2002, 220 West 42nd Street
NEW YORK CITY



B&L f:2 Super Cinephor—fully color corrected, high transmission, unexcelled performance.

B&L f:2 Cinephor—second in performance only to the Super Cinephor.

B&L Series I and II Cinephor—the standard for portable and semi-portable installations.

THE manufacturing plant and personnel behind your projection lenses is as important as the lens itself. At the **Bausch & Lomb** plant, individual skill and initiative are combined with special manufacturing methods and over 85 years of optical experience to give you projection lenses second to none. That is why **Bausch & Lomb Cinephor Lenses** are used in most of the better theatres throughout the world. Whatever your projection problem may be, there is a **Bausch & Lomb** projection system that will provide the best solution. Write to 725 St. Paul Street, Rochester, N. Y.

*BAUSCH & LOMB Projection Lenses are available
through leading theatre supply houses everywhere.*

BAUSCH & LOMB

FOR YOUR EYES, INSIST ON BAUSCH & LOMB EYEWEAR, MADE FROM BAUSCH & LOMB
GLASS TO BAUSCH & LOMB HIGH STANDARDS OF PRECISION



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Perfect Companions.

for the utmost in screen results

MOTIOGRAPH PROJECTORS

MIRROPHONIC DE LUXE SOUND

MOTIOGRAPH'S
DE LUXE
PROJECTOR

Universally Recognized
as the

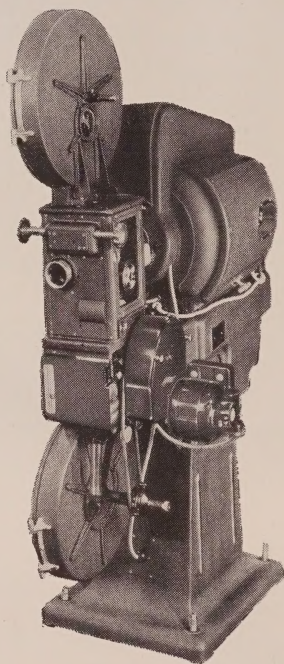
OUTSTANDING
PROJECTOR

Built for
Quality Performance,
Without Replacement.

IS A MARVEL OF
MODERN
ENGINEERING
AND DESIGN

AND YET HAS THE
TIME-PROVEN
DEPENDABILITY
of

MOTIOGRAPH'S
43 YEARS
of
CONTINUOUS
PROJECTOR
MANUFACTURE



THE MIRROPHONIC
DE LUXE
SOUND SYSTEM

Is the
LATEST
and
GREATEST
ACHIEVEMENT
in
Sound Reproduction

The System Is
Composed of Units
Built by
WESTERN ELECTRIC
COMPANY
with the Exception
of the

MIRROPHONIC
DE LUXE
REPRODUCER SET

Which Is
Manufactured by
MOTIOGRAPH, INC.
and Based on Designs of
ELECTRICAL RESEARCH
PRODUCTS INC.

Complete information upon Motiograph Projectors and Mirrophonic Sound
Systems can be obtained from the following independent supply dealers:

ATLANTA
Wii-Kin Theatre Supply, Inc.
BALTIMORE
J. F. Dusan
BOSTON
Capitol Theatre Supply Co.
BUFFALO
Becker Theatre Equipment, Inc.
CHARLOTTE
Wii-Kin Theatre Supply, Inc.
CHICAGO
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CHICAGO

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The Finest Projector Parts in the World!

GENUINE

La Vezzi

PARTS

Hardened and Ground for Longer Wear!

MAINTENANCE MEN *who take pride in
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GENUINE  PARTS

*This trade-mark which identifies the Best
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Catalog on Request . . . See Your Theatre Equipment Dealer

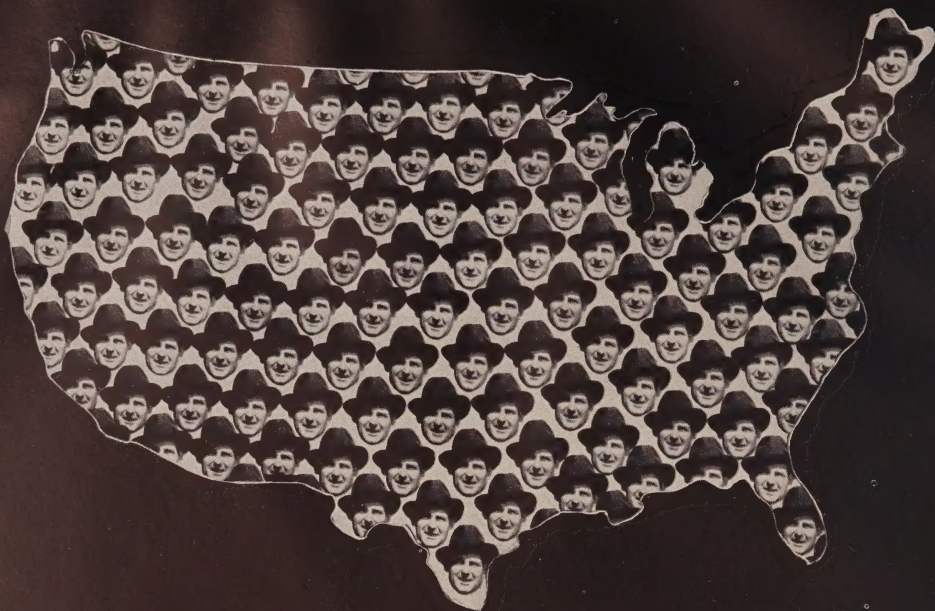
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180 NORTH WACKER DRIVE

CHICAGO, ILL., U.S.A.

*"The oldest Independent manufacturer of projector equipment."
Established 1908*



Everywhere in the United States ...Your Altec Service Man

THE NATION-WIDE Altec organization, composed of scientists, engineers and practical technicians, provides exhibitors with a time-tested, dependable service for sound motion picture and other specialized theatre equipment, maintaining it at its highest possible efficiency, no matter what the age, the model, or the make of the

equipment. Altec Service Corporation maintains warehouses and emergency stock points strategically located throughout the country, containing the largest inventory of emergency parts of any organization in the field. Stock points operate on a twenty-four-hour-a-day basis. Exhibitors recognize Altec protection as good business judgment.

ALTEC

SERVICE CORPORATION

250 West 57th Street, New York City

Branch Offices in Atlanta, Boston, Chicago, Detroit, Cincinnati, Kansas City, Dallas, Philadelphia and Los Angeles and stock offices in thirty-eight cities.

THE SERVICE ORGANIZATION OF THE MOTION PICTURE INDUSTRY

REFERRING to the

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SECTION
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MEMORANDUM



National Presents . . THE TOP STARS OF PROJECTION
AND SOUND, SUPPORTED BY THE OUTSTANDING NAMES IN THEATRE
SEATING AND CARPETS, COMFORT COOLING, SOUND SCREENS AND
BOOTH AND AUDITORIUM ESSENTIALS FOR THE THEATRES OF TODAY.

FROM LOBBY TO National Has the Fin

The days aren't long enough to have your time taken up by any equipment except the best. Today your big job as a showman is to show pictures and get people into your theatre to see them.

You free your mind from all concern over the choice of theatre equipment when you go "National". From front entrance to exit door, from lobby to projection room, National Theatre Supply Company's quality units make people think of your theatre as the place to spend their money.

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ALBANY, N. Y. 1039 Broadway
ATLANTA, GA. 187 Walton St., N. W.
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PROJECTION ROOM

est for Your Theatre!

Simplex, Peerless, Hertner, Crestwood, Timco, Walker are all-star names, every one of them; and like the time-tested box office winners on your screen—proven money-makers over the years—their performance always brings them back.

National equipment in every part of your theatre can make your theatre look and operate at its best. National service means one source of supply and one undivided guarantee. From lobby to projection room, National has the finest for your theatre!

THERE IS A NATIONAL BRANCH NEARBY

MEMPHIS, TENN. 400 S. Second St.
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Simplex E-7

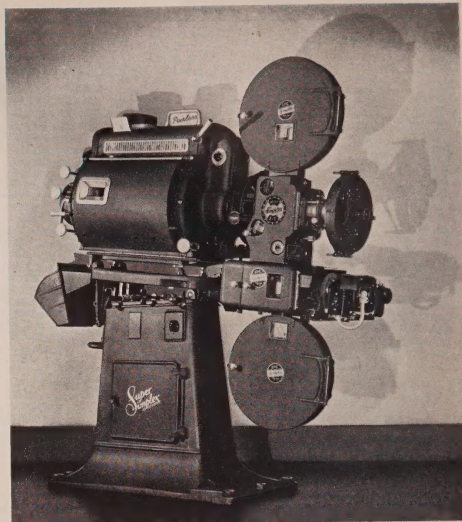
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THE WORLD'S FINEST PROJECTOR

Installed in America's Greatest Theatres

Will prove a definitely profitable investment from the standpoint of better entertainment, pleased patrons, increased box office receipts, greater dependability and reduction of maintenance costs.

- Synchronized Front and Rear Shutters—are on the same shaft and each acts upon one half the beam. A dissolving effect is created and A MUCH SHARPER PICTURE SECURED.
- Automatic Fire Shutter Safety Trip—ABSOLUTE FIRE SAFETY.
- One-Shot Oiling System—CLEANER PICTURE, LONGER LIFE, LESS MAINTENANCE.
- Removable Film Gate—READILY DEMOUNTABLE FOR CLEANING AND ADJUSTMENT.
- Film Gate Studs—Gate wobble eliminated.
- Cone-shaped Pad Springs—Pad keeps both edges of film under equal tension.
- Tension Pad and Intermittent Shoe Combination—HOLDS FILM SECURELY FOR STEADY IMAGE.
- Demountable Film Trap—Particles of emulsion can be easily cleaned away between reels.
- Studio Type Guides—PREVENTS SIDE SWAY OF FILM.
- Threading Facilities—Quicker, more accurate threading.
- Framing Lamp—REDUCES MIS-FRAMING.
- Illuminated, White Interior—PRO-MOTES CLEANLINESS.
- Sight Box—Easily removable. New fin construction. DISSIPATES HEAT.
- Rear Shutter Cooling Fins—INSURE MUCH COOLER FILM PATH.
- Rear Shutter Guard—SIMPLIFIES CLEANING.
- Ring Type Governor for Fire Shutter—BIND-PROOF. SILENT.
- Oversize Drive Gears—LONGER LIFE—EASIER MAINTENANCE.

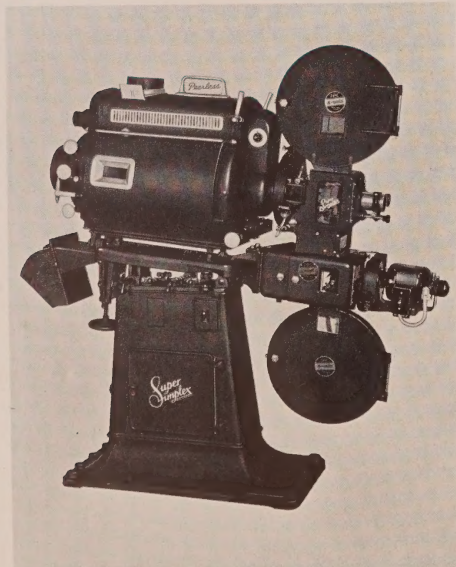


- Novel Synchronizing Device—Prevents backlash and travel ghost.
- Double Bearing Arm and Cover—WARP-PROOF UNDER ANY LAMP.
- Intermittent Movement—Readily removable.
- Intermittent Movement Oil System—PREVENTS BLURRED PICTURES AND NOISY SOUND.
- Intermittent Movement Oil Cushion—INCREASES STEADINESS AND PROVIDES A PERMANENTLY BETTER PICTURE.

Super Simplex

REG. U. S. PAT. OFF.

Proved IN LEADING THEATRES THROUGHOUT THE WORLD



- Super Simplex Rear Shutter—REDUCES HEAT AT THE APERTURE.
- Adjustable Revolving Shutter—PERMITS ADJUSTMENT TO COMPENSATE FOR WEAR IN THE GEAR TRAIN.
- Patented Film Trap Locking Device—PREVENTS FILM TRAP DOOR BEING OPENED BY FILM PATCHES.
- Intermittent Movement—Patented star and CAM ADJUSTING FEATURE.
- Lateral Film Guide Rollers—ELIMINATE POSSIBILITY OF CUTTING FILM BY ROLLER REMAINING STATIONARY.
- Lens Holder—lens RIGIDLY ATTACHED TO THE MAIN FRAME.
- Removable Film Trap Door and Pressure Pad Assembly—Very CONVENIENT FOR CLEANING AND REPAIRING—ELIMINATES "CHATTER."
- Hardened and Ground Vertical Shaft—MORE THAN DOUBLES WEARING QUALITY. REDUCES BIND-UPS.
- Hardened and Ground Synchronizing Gear Shaft—INCREASES SMOOTHNESS OF OPERATION.
- Main Drive Gear Fastening Screw Locking Device—PREVENTS LOOSENING OF MAIN DRIVE ATTACHING SCREW.
- Micrometer Focusing Device on Lens Mount—PREVENTS BACKLASH AND MAINTAINS PERFECT FOCUS.
- Main Drive Shaft—Hardened and ground, and tubular construction INSURES ADEQUATE LUBRICATION.
- Star Wheel—Hardened and then ground. GIVES LONGER WEAR and permits finer tolerances.
- Cam and Cam Pin—Quality of material, hardness, workmanship and exact tolerances INSURE QUIETNESS AND SMOOTHNESS OF OPERATION.
- Intermittent Sprocket—RIMS AND RADII OF TEETH ARE GROUND BY specially designed precision machinery.
- Dynamically Balanced Flywheel—REDUCES VIBRATION.
- Intermediate Gear Shaft—Super Simplex hardened and ground GIVES TWICE THE WEAR OF SOFT SHAFTS.
- Specially designed Rear Shutter Bracket—Very sturdy and GREATLY REDUCES THE POSSIBILITY OF VIBRATION.

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- Synchronized Front and Rear Shutters—are on the same shaft and each acts upon one half the beam. A dissolving effect is created and A MUCH SHARPER PICTURE SECURED.
- Entirely gear driven—"HUNTING TYPE" GEARS IN GEAR TRAIN.
- SIMPLIFICATION REDUCES PARTS.

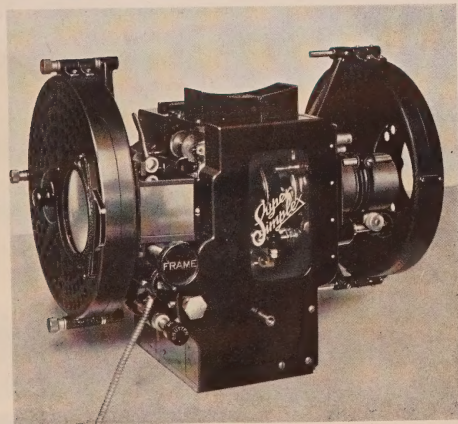
SI *Simplex* INTERNATIONAL

DESIGNED FOR THE 200-800 SEAT HOUSE

Enables the theatre owner who has been compelled to use old, worn-out and obsolete equipment, to purchase standard Simplex equipment at a price that compares with the low priced inferior equipment now in use. Has many of the latest and most modern improvements.

- Shutter Shaft Upper Sprocket Assembly and Intermittent Drive Assembly—are an integral unit.
- Operating Parts—are in an oil tight case and OPERATE IN AN OIL BATH.
- Intermittent Movement—essentially the same. COMPLETELY ENCLOSED. OPERATES IN AN OIL BATH.
- The Lower Sprocket Idler Assembly—can be mounted in either of two positions to correctly align the mechanism with any type of sound head currently available.
- The Gate and Film Trap Assembly—has proved particularly satisfactory for warped film.
- Lubrication—is semi-centralized. Bearings are of the self-lubricating type.
- The Air Deflector and Aperture Cooling Unit—STEADIES THE LIGHT AND MAKES A DEFINITE REDUCTION OF HEAT AT THE APERTURE.
- Automatic Fire Shutter—AN IMPORTANT SAFETY FACTOR.
- Framing and Focusing Knobs—MAY BE MANIPULATED FROM EITHER SIDE OF THE MECHANISM. A framing light is provided.
- Interior of the operating side—FINISHED IN WHITE ENAMEL ENCOURAGES CLEANLINESS.
- Assemblies—Easily removed for inspection or repair.

Simplex DOUBLE SHUTTER ATTACHMENT



● A revolutionary advantage of Simplex E-7 Mechanism is now manufactured and sold as a separate unit for Super Simplex and Simplex Regular Rear Shutter Mechanisms. With this Attachment you can have all the advantages of Simplex Synchronized Front and Rear Shutters including increase of light, one of the outstanding features of Simplex E-7 Mechanism.

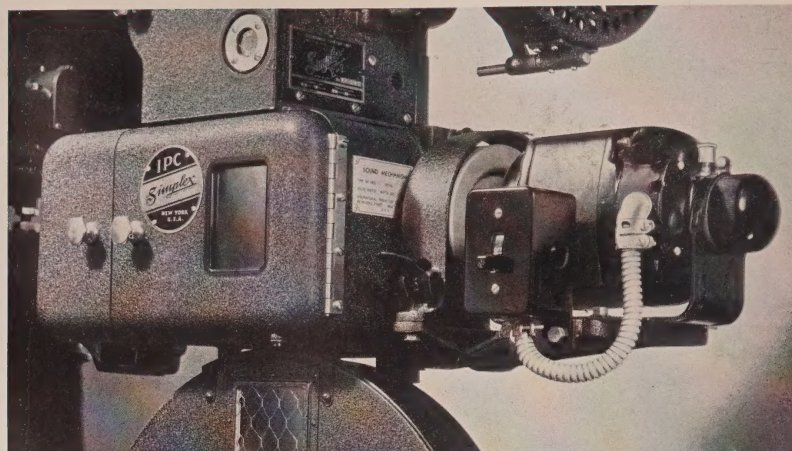
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MANUFACTURES
A
COMPLETE LINE
OF
SOUND
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PROJECTION
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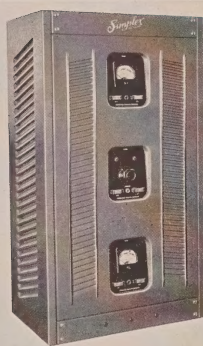
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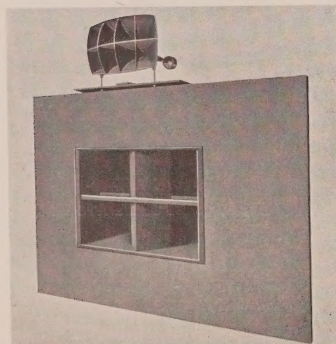
Simplex **FOUR
★★★★
STAR** *Sound*
REG. U.S. PAT. OFF.

A TYPE FOR EVERY SIZE THEATRE

TYPE "A" Approx. 1500 Seat Theatre	TYPE "C" Approx. 5000 Seat Theatre
TYPE "B" Approx. 2500 Seat Theatre	TYPE "E" Approx. 200-800 Seat Theatre



MAIN AMPLIFIER



STAGE LOUD SPEAKER

Simplex ★★★★★ Sound Systems are Designed, Constructed, and Priced to meet the needs of theatres desiring to please patrons. Progressive theatre owners find that it is highly profitable to give audiences the highest in entertainment value.

Each type of Simplex ★★★★★ Sound System provides no more or no less than will be found necessary to secure the best results regardless of the size of the house. In this way economies are effected with absolutely no sacrifice of quality.

The only variables are the number of power amplifiers operating in parallel to provide the proper power output, and the type and number of loudspeakers to supply adequate distribution and power handling capacity which obviously should be increased or decreased according to the size of the theatre. All types of Simplex ★★★★★ Sound Systems, provide the theatre patron with reproduced Sound of the highest quality in every size theatre.

OUTSTANDING FEATURES

- Finest quality sound reproduction matching the finest modern recordings. Dramatic sound effects insured by ample reserve power.
- Rotary Stabilizer De Luxe soundhead used in all Simplex Four Star Sound Systems.
- Uniform distribution of sound and high power handling capacity through use of two-way loudspeaker system with genuine multicellular high frequency horn.
- Equipment designed to occupy minimum space in projection room and for most economical installation.
- Sound quality matched to auditorium acoustics and distortion eliminated through use of inverse feedback and warping amplifier circuits.
- Full power from stage loudspeakers offered through use of monitor amplifier to suitably operate monitor loudspeaker.
- Microphone and phonograph input jack provided for incidental music, stage entertainment, bank nights, etc.
- The ultimate in accessibility for inspection and servicing provided through unusual physical design.

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TransVerteR

... Defies Old Age

Here's a piece of apparatus that, after long years of service, will still be "as good as the day it was born."



TransVerteR

Enjoys Toting a Good, Big Overload

It "can take it" when other types of current conversion would fold up under like conditions.



AGAIN AS EVER . . .

TransVerteR

Wins!

Wherever stamina and endurance count . . . the motor generator type of current conversion easily demonstrates its superiority.

A HERTNER TRANSVERTER Gives You

DEPENDABILITY. Thousands of theatres have depended on Transverters for years and have never had a "dark" house.

ARC STEADINESS. With the Transverter, annoying line disturbances are not transmitted to the arc.

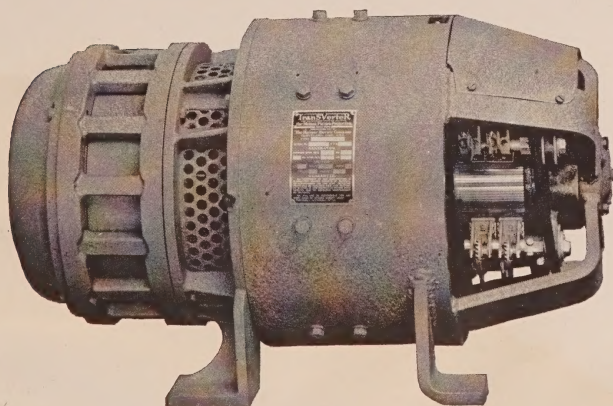
NO SCREEN FLICKER. The absence of current fluctuations or flicker is assured.

FLEXIBILITY. You can overload to supply more light to dense films without danger of a burn out and make the necessary adjustment during the run of a film.

NO DETERIORATION FROM HEAT. High temperatures during summer months do not affect the Transverter.

EFFICIENCY. Sustained high efficiency is attained. Many devices such as vacuum tube and metallic oxide rectifiers, efficient when new, deteriorate to a point where their efficiency compared with that of a motor generator set is very low.

LONG LIFE. You get the advantage of its long life. Transverters built over 20 years ago are still in service.



Rock Steady Projection

A steady projection light source is an important part of "rock steady" projection.

Sources of projection arc current that allow fluctuations of the power supply voltage give an unsteady projection light and defeat all the results of precision in other parts of the projection equipment.

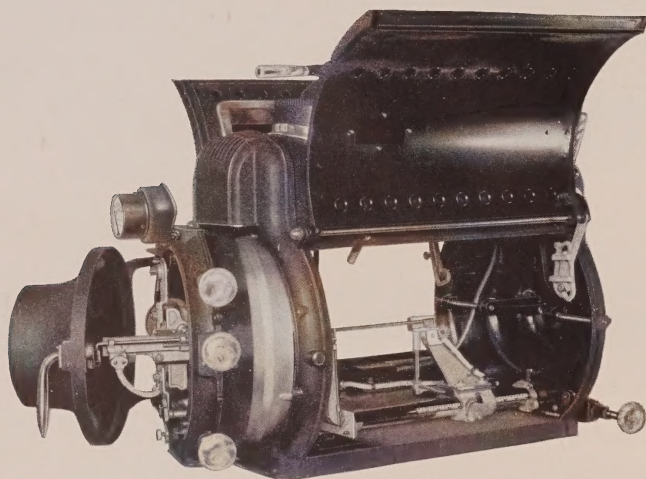
Since it is a motor generator set, the Hertner Transverter does not transmit power supply fluctuations to the arc. There can be no fluctuations on the screen with a Transverter. That means a "rock steady" picture always.

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*The only lamp with
every desirable feature*

Peerless **MAGNARC**



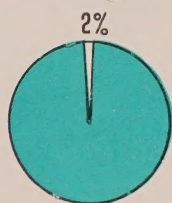
Best For Color Pictures

Light—and light alone—makes the picture on the screen. All authorities on picture projection agree that for modern theatres, screen brightness of 8-10 foot candles is needed. For a 13' x 20' screen, that means two or three times as much light as any low intensity projection affords.

Better projection, especially of color, demands high intensity. You get infinitely better and truer projection in pictures with *Peerless Simplified High Intensity Lamps*.

Today's high standard in pictures, today's critical audience, today's keen competition demand high intensity projection. Make no mistake about this—your patrons are high intensity conscious — they patronize the theatres that have it.

HIGH INTENSITY PROJECTION IS NOT EXPENSIVE



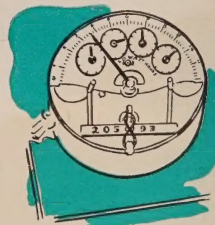
Only 2c out of each dollar of operating costs is spent on projection. The best projection you can have costs only 2% of total operat-

ing costs and this 2% covers carbon and current for *Simplified Peerless Magnarc High Intensity*. Remember, projection is the heart throb of your business. It makes what you sell—the picture on the screen.



that one admission per show pays for it. All costs—carbon, current, new *Peerless MAGNARCS* and rectifiers or generator—can be covered by two or three admissions per show, thus amortizing all equipment costs.

Two or three times as much light on the screen (as compared with low intensity) is obtained at so much less cost per light unit



You buy current by the kilowatt (1000 - watt) hour. One ampere at one volt equals one watt. *Simplified High Intensity* operates at higher amperage than low intensity but at lower voltage so that the wattage used is little, if any higher. Your current bill remains about the same—but the light is two or three times more. And that's what you want.

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YOU GET CHAMPION PERFORMANCE IN ALL 3 FIELDS

Peerless MAGNARC



The *Peerless* lamp has by far the fewest moving parts. It's unit built throughout. The back of the reflector is air cooled. The entire negative feed assembly is mounted back of the reflector out of the heat of the arc. There is only one rotating shaft in the entire arc compartment of the lamp-house.



The most efficient optical system ever developed for arc lamps is used in the *Peerless* MAGNARC. Its 14-inch diameter reflector—the largest ever used in projection arc lamps—gathers all the useable light generated by the arc and efficiently projects it.



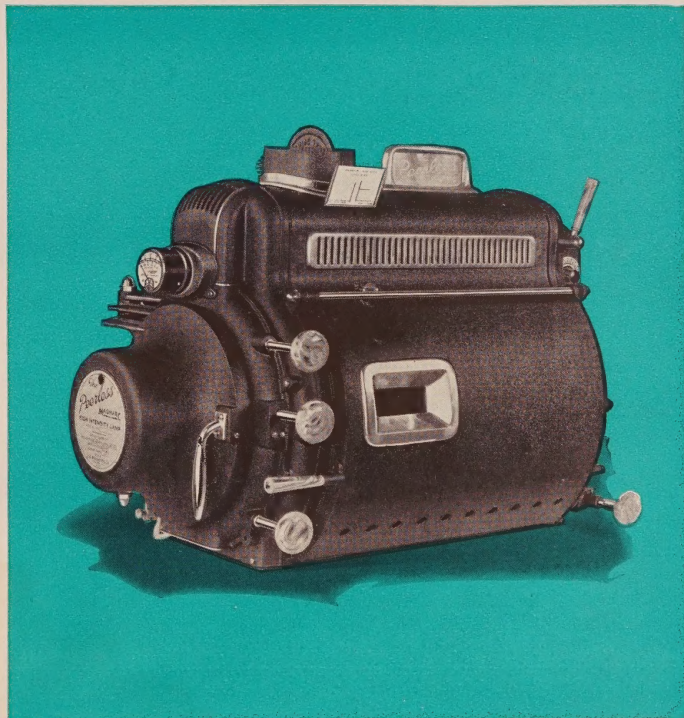
The *Peerless* MAGNARC arc feed is of wide range and will accurately feed all carbon combinations at their respective rates within the amperage range (35-65 amperes). The positive carbon crater is maintained exactly at the focal point of the reflector, assuring an evenly illuminated picture field at all times.



Beyond any question, the *Peerless* MAGNARC is today the world's most popular high intensity projection lamp. It is the pacemaker of projector arcs. This is true not only in the United States and Canada but in South America, England and France.

In the United States the *Peerless* MAGNARC is used in every large theatre circuit and there are as many *Peerless* MAGNARCS in use as there are of all other makes combined.

There must be good reasons why, in a highly competitive field, one lamp is so universally preferred. *Peerless* MAGNARC Lamps provide maximum quantity of useable light for the current consumed. *Peerless* MAGNARC projection is modern projection — bringing the smaller theatres up-to-the-minute and improving their picture quality to equal that of the big de luxe houses.



Get it from National!

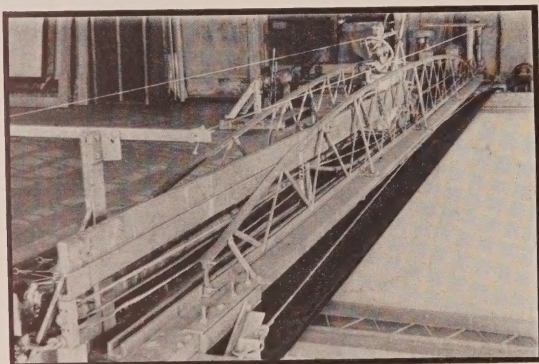
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WALKER SCREENS

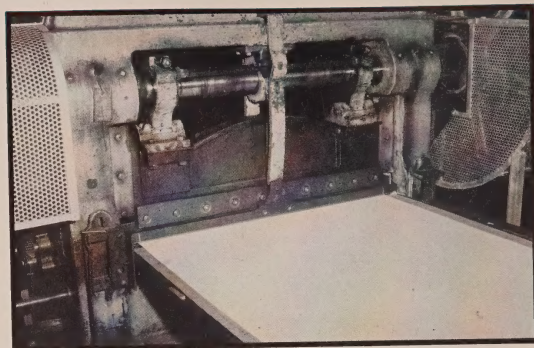
The MAKING of a SCREEN

Last link in the chain of projection, the sound screen must be an optical instrument. It must halt the light beam, reproduce the image and reflect it back to each watching eye. And all this must be done without loss of light, definition or depth, without eye strain.

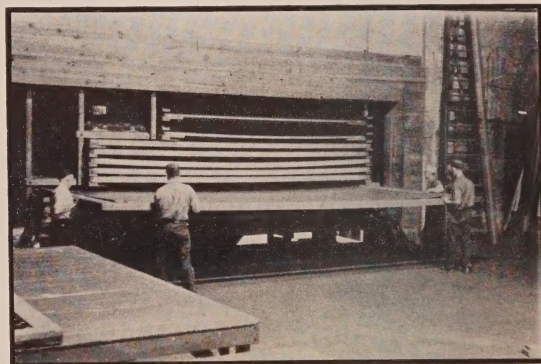
Projection can never be better than the screen. Projection is at its best on Walker Screens. They're used throughout the world, in theatres of every kind and type. Walker Screens are made by the country's largest producers of theatre screens in a factory where a screen is considered as an optical instrument.



Better projection for a longer time is the result of the installation of a Walker Screen. This illustration shows the method used in "unilaid" surfacing a Walker Screen. The basic screen is stretched in a working frame, the unilaid flow coating machine applies a continuous coat over the full width of the screen, then moves ahead at a speed of one foot in 18 seconds, while an air jet clears the holes. Six finish coats are laid by the only machine of its kind, coating screens up to 22'6" x 30' in one sweep.



There is no "just as good"—no other screen "like a Walker." The methods and machinery employed in making Walker Screens are exclusive and patented. Here we see the perforating machine. The coated screen material passes between the die plate and the punch holder of an automatic crank press. The die spans the full width of the material, cuts one-half inch of the sound hole pattern clear across at each stroke. This assures absolute uniformity.



Today every square inch of a Walker Screen is exactly the same. Constant care and exacting mechanical processes provide the absolute uniformity of Walker Screens. Here you see the process used in drying finish coats on Walker Screens. Into this drying chamber, after flow coating, the frame-stretched screen is placed horizontally. The drying method employed here insures uniformity of surface and permits the formation of the tapering curved edges of perforations. This provides better sound transmission and a more even balance of light distribution.

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THE 1940 EXHIBITOR CATALOGUE

WALKER SCREENS

Announcing...

A NEW TYPE OF SOUND SCREEN

embodying these advantages

- ★ A projection surface without seams, even in screens as large as 22'6" x 30'. Seam valley dirt traps are eliminated.
- ★ The entire screen has a continuous unit coating from edge to edge. Contrast this with the assembled panel type screen with its unsatisfactory panels and coating bands.
- ★ With its completely new perforation design and system, this new Walker Screen provides matched design over its entire surface. Gone are the lines caused by perforation lap marks.
- ★ The coating on this new Walker Screen is carried in a curve over the edge of each perforation. By this method the cut fibres are sealed against moisture. As a result the sound holes gather less dirt, and screen deterioration at the holes is stopped.
- ★ This new type Walker Screen is available in two styles:
 - A. Diffusing, white, for high intensity. In this screen a new pigment and coating are employed, delivering more light within the seating area of the widest theatre.
 - B. Semi-specular, metallic, for low intensity. This screen employs a new design and structure, increasing the effective viewing angle, and improving the color value of reflected light.
- ★ Both styles in this new type screen are fire resisting and will not support combustion.

AVAILABLE EARLY IN FEBRUARY, 1940

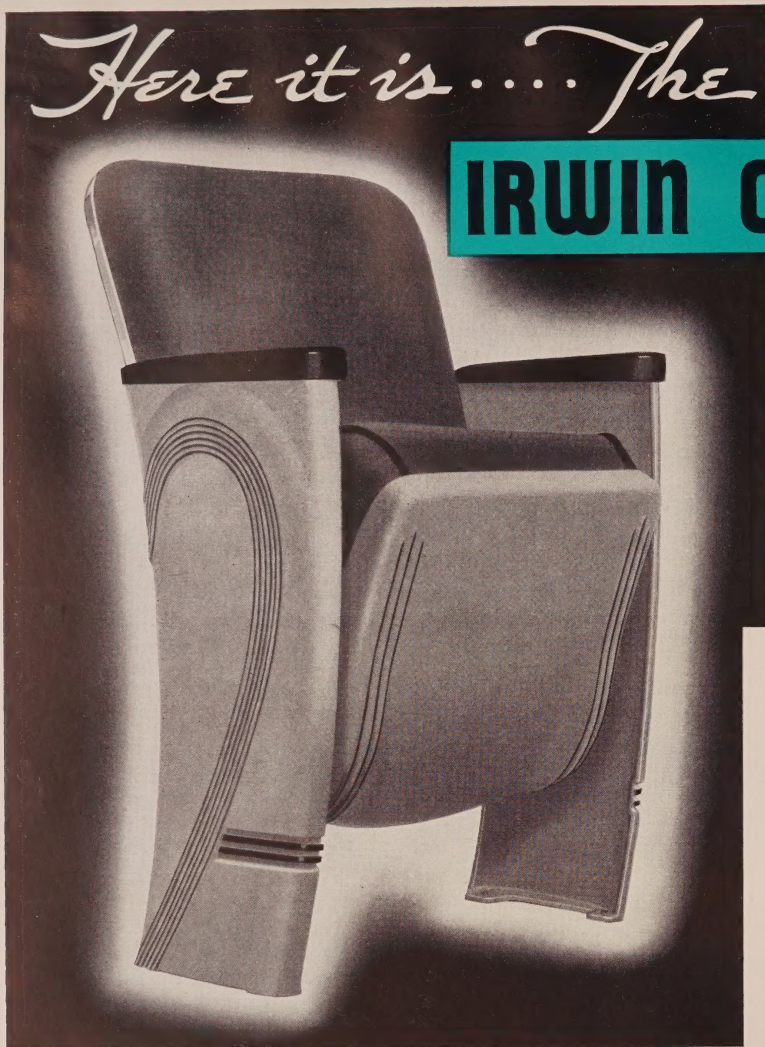
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Here it is.... The

IRWIN CRUSADER

*an Outstanding
Achievement in
Modern Theater
Seating*



If you're thinking of theatre chairs for either a new theatre or a remodeling project, here's a bet you certainly should not miss. Compared on all points—beauty, comfort, convenience and durability—it is in our opinion by far the most theatre chair that has ever been wrapped up in one package.

Design and color schemes available are beautifully correlated, with seat buckets embossed and

finished to match aisle standards. Equipped with seats and backs that are simply luxurious—steel back panel with protecting aluminum rim, self-rising seat, jar-proof compensating hinges and many other structural superiorities. See it. Sit in it. Then you're bound to agree that it is the last word in modern theatre seating—the best dividend producing investment you could possibly make.

The CRUSADER is now on display . . . LOOK IT OVER!

Designed and Manufactured by **IRWIN SEATING COMPANY, Grand Rapids, Mich.**

NATIONAL
THEATRE SUPPLY COMPANY
NATIONAL

Get it from National!



No. 120

Entire grille of this chair is illuminated in colors of your own selection — brilliant when theatre is lighted — suffused to softest glow during showings.



No. 123

Smartly modern without being garish. The pleasingly rounded end standards, surmounted by heavy ebony armrests lend to the rich, substantial impression which this chair creates.



No. 127

End standards are gracefully curved, nicely panelled, striped and topped with wooden armrests in natural color and excellently harmonizing contours.



No. 121

In the various striking color combinations available, this chair presents a very attractive appearance and has been selected for scores of theatres by prominent owners.

Other Popularly Approved

IRWIN CHAIRS

famous for their

"Neck to Knee" Comfort



Get it from National!

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THEATRE SUPPLY COMPANY
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EXCLUSIVE HOUSE PATTERNS
that have been created particularly for theatre uses... and woven in the unparalleled CRESTWOOD CARPETS by

Alexander Smith

CURRENTLY GIVING SERVICE IN OVER 3000 THEATRES
NATIONAL-CRESTWOOD CARPETS

A Few of the Reasons Why CRESTWOOD is America's Largest-Selling Theatre Carpet

DESIGN . . . The patterns are created by America's outstanding stylists. Distinguished by subtle shadings and an unusually wide range of colors, they are keyed to present-day theatre design. Colors are Tru-Tone which don't go murky and lifeless under artificial light.

COLOR . . . The Crestwood process of manufacture does not permit the use of inferior "belly" wools. Only pure white wool or worsted yarns . . . stronger, more durable, more resilient, better looking . . . can be used.

WEAR . . . Because the yarns are drum-dyed, only the finest quality, long-staple yarns can be used. This ensures a better-looking, longer-wearing carpet.

Every ounce of wool is in the surface of the carpet, where the carpet gets the wear.

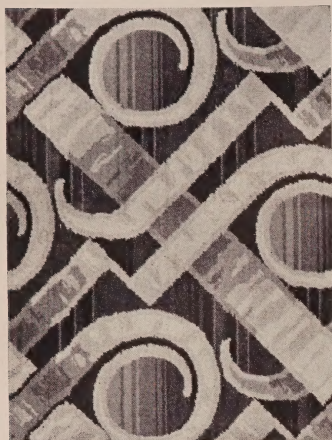
GUARANTEES The pile is closely packed and uniform in height which makes it difficult to mat down and which, therefore, enables the original designs and colors to be maintained for a longer wear-period.

Tests made in many theatres where traffic is heavy have repeatedly demonstrated Crestwood's amazing wear-life.

NATIONAL
THEATRE SUPPLY COMPANY
NATIONAL

Get it from National!

30 EXCLUSIVE PATTERNS . . . AND HERE ARE THE MOST POPULAR SIX



PATTERN NT 254-B

Modern Classic design—reds and golds on striped blue ground.



PATTERN NT 172-A

French Modern design woven in golds, brown and black on a rich red ground.



PATTERN NT 225-A

Modern design in harmonizing shades of royal reds and golds.



PATTERN NT 170-B

Modernistic design—reds, golds and light blue on light and dark blue ground.



PATTERN NT 233-A

Moderne—gold, reds and black on blue stria ground.



PATTERN NT 256-B

English leaf design—blended shades of tan, brown, gold and red on a deep blue ground.

The reproductions above can only suggest the beauty of color and the intricacies of design possible in Crestwood Carpet. To fully appreciate the richness of the patterns and the quality feel of the fabric you must see the carpet itself. We shall be glad to show you the full line at our showrooms or to have a representative call with samples.

Get it from National!

NATIONAL
THEATRE SUPPLY COMPANY
NATIONAL

TIMCO

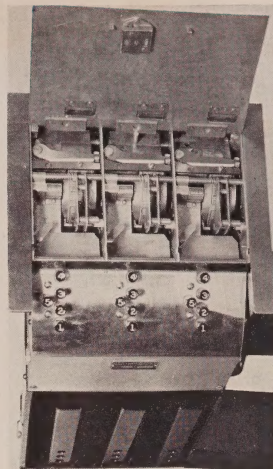
TICKET REGISTERS

Electric or Hand-Operated

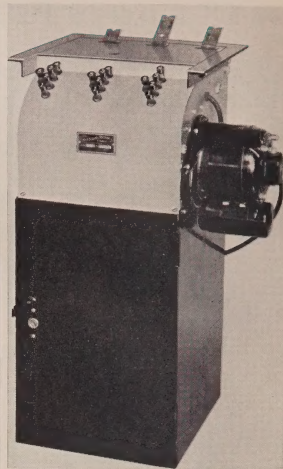
FAST, ACCURATE, SILENT — the Model "C" Timco ticket register is one of the finest registers for exhibitors.

Day after day, year after year—quietly (and we do mean quietly) Timco registers do their job of watching your cash receipts.

The ball-bearing keys of the Timco electric ticket register operate easily and come naturally under the fingers of your cashier. A touch swiftly releases a single ticket or a strip of five. Each day, within a few minutes, you can check your receipts and know you are right. And with care the Timco will last indefinitely.



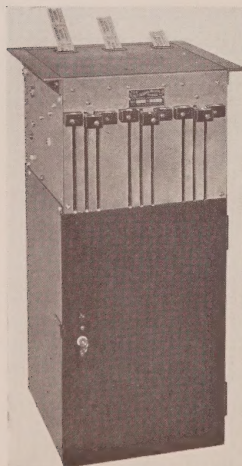
OPEN VIEW OF TIMCO MODEL "C." Accurate, non-reversible counters, self-sharpening knives, ticket deflectors to prevent double issuance of tickets are features of this register.



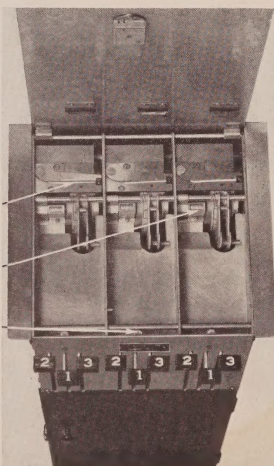
CLOSED VIEW OF TIMCO MODEL "C." Note the scientifically laid-out keyboard, the short, positive action ball-bearing push buttons, the ball-bearing constant speed non-sparking motor. A single key for all locks insures safety.

The Watch Dog of Your Cash Receipts

BELOW, MODEL "M" CLOSED. Easily identified finger pads issue 1, 2 or 3 tickets swiftly and silently. Floating ticket doors allow perfect issuance of tickets. One key for all locks promotes safety.



BELOW, MODEL "M" OPEN. Non-reversible, tamper-proof counters assure an accurate accounting of every ticket sold. High-grade spring-action knives deliver clean-cut tickets. Complete mechanism is rust-proof.



MODEL "M" Ticket Issuing Machine satisfies exhibitor desire for an inexpensive, manually-operated ticket register. The machine nevertheless upholds the Timco tradition of long and faithful service . . . This register is not cheap in the exact sense of that word . . . The Model "M" Timco is built by the same experienced mechanics, using the same high-grade materials that are used in the more expensive electrically operated Model "C." The Model "M" is designed with exhibitors' specifications in mind and built for use in medium sized theatres . . . Insure your profits by making Timco's Model "M" Ticket Issuing Machines your box office policy.

For Every Boxoffice

TIMCO

TICKET REGISTERS

NATIONAL
THEATRE SUPPLY COMPANY
NATIONAL

Get it from National!

NATIONAL CURTAIN CONTROL

opens curtains like skillful hands

DEMAND two things in a curtain control—smoothness and quiet. The **National Curtain Control**, like skillful hands, gently opens and closes your curtain without fuss or noise.

This quiet and dependable equipment has been built to assure trouble-free operation of your curtain. The **National Control** is an inexpensively-priced, yet fully adequate curtain control device. A timing mechanism, automatic cable tightener and loosener and motor safety devices are extra value features.

The graceful, speedy operation of the **National Curtain Control** means longer life for your curtains; and in the **National Control**, with **National** "straight-as-an-arrow" curtain track, you have a trustworthy combination you can always rely on.

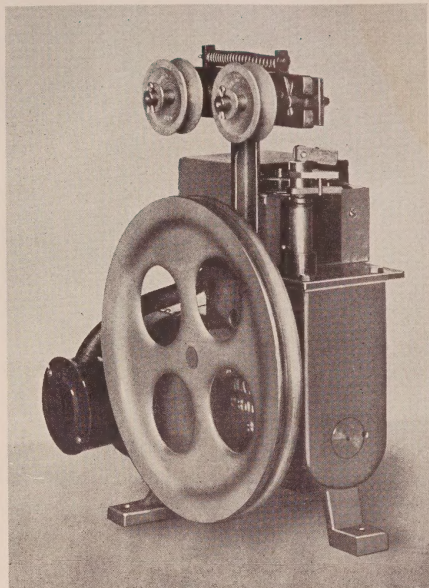
Your theatre can enjoy the luxury of a smooth, quiet operating curtain control through **National's** liberal payment plan. Ask your nearest **National** branch to tell you about it.

● **TIMING MECHANISM** is original and exclusive; there is nothing like it on the market today. Adjustment of curtain easily changed.

● **AUTOMATIC CABLE TIGHTENER** also acts as cable loosener. Takes up slack; prevents damage to control or track.

● **MOTOR SAFETY DEVICE** eliminates all chance of motor damage should control become jammed. Motor automatically turns itself off.

● **CAPACITY.** Control is adequate for curtain up to 40 ft. in width, speed of 90 FPM. Can safely handle 60% current overload.

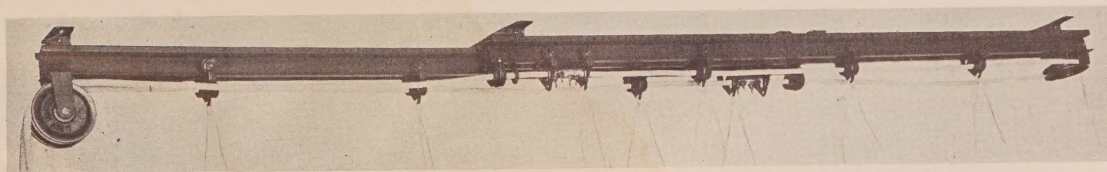


No theatre is too small to benefit by the many advantages of the National Curtain Control and National Curtain Track. A touch of a simple switch opens and closes your curtain—smoothly, speedily and quietly. This is a control that is truly fool-proof with a timing mechanism that is original.

NATIONAL CURTAIN TRACK . . . *the other half of the combination*

Up to 400 lbs. of curtain can be moved swiftly on **National** light weight track. It is all steel with self-aligning curtain carriers. The resilient wheels of the carriers and rubber bumpers make this track entirely free from noise. Carriers are two-wheel type, each individual wheel complete with its own bear-

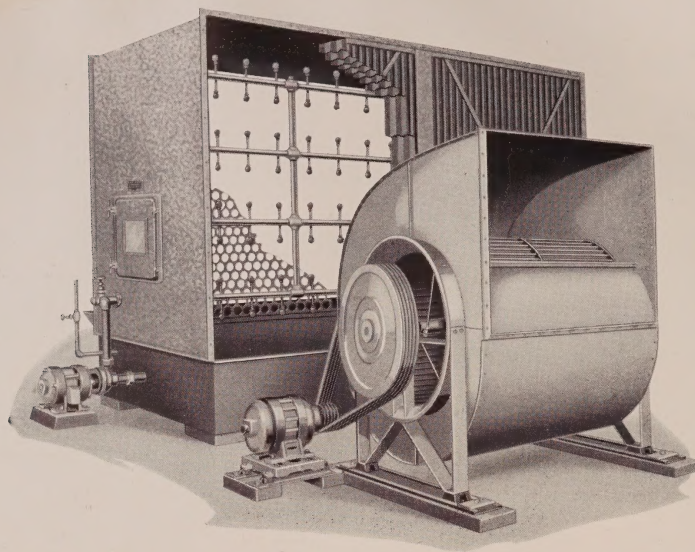
ing and axle. Hanging or supporting brackets may be moved from one end of the track to the other without loosening bolts. All curtain hangers and ceiling supports are made of malleable iron, the safest material for use in an overhead curtain track where safety is vital.



Get it from National!

NATIONAL
THEATRE SUPPLY COMPANY
NATIONAL

Comfort Cooling Equipment



SELECTION CHART

FAN—CLASS I THEATRE AIR WASHER—SPRAY PUMP AND MOTOR COMBINATIONS

SYS-TEM		FAN DATA					AIR WASHER DATA					SPRAY SYSTEM AND PUMP DATA									
C.F.M.	Fan Size	O.V.	* R.P.	RPM	BHP	Motor		Size Washer Class I	Number of Nozzles	Free Area Sq. Ft.	For Lowering the Dry Bulb Temperature of the Entering Air 60% of the (†) Wet Bulb Depression.				For Lowering the Dry Bulb Temperature of the Entering Air 70% of the (†) Wet Bulb Depression.						
						HP	RPM				G.P.M.	Head in Feet	Size Pump	Pump RPM	Pump Motor	G.P.M.	Head in Feet	Pump Size	Pump RPM	Pump Motor	
11000	100	2000	.44	348	1.93	3	1750	101	60	35.75	60	40	1½x1½	1740	1½	70	45	1½x1½	1740	1½	
17000	101	2000	.62	309	3.56	5	1750	101	60	35.75	65	45	1½x1½	1740	1½	75	55	1½x1½	1740	1½	
20000	105	1370	.75	235	4.02	5	1150	101	60	35.75	70	50	1½x1½	1740	2	84	65	2x2	1740	2	
25000	105	1715	.51	209	4.20	5	1150	105 A or B	96	62.4	96	40	2x2	1740	2	112	45	2x2	1740	3	
30000	105	2050	.62	234	6.60	7½	1150	105 A or B	96	62.4	104	45	2x2	1740	2	130	60	2x2	1740	3	
35000	108	1600	.76	195	7.20	7½	1150	105 A or B	96	62.4	110	50	2x2	1740	3	138	70	2½x2	1740	5	
40000	108	1830	.55	178	7.40	7½	1150	108	144	93.5	150	45	2x2	1740	3	175	60	2½x2	1740	5	
45000	108	2060	.62	194	9.82	10	1150	108	144	93.5	162	50	2x2	1740	3	202	70	3x2½	1740	7½	
50000	108	2290	.71	211	12.82	15	1150	108	144	93.5	175	60	2½x2	1740	5	223	80	3x2½	1740	7½	

From P. 2—Bulletin A23029. Supplement to P. 16—Bulletin A22029.

C.F.M.—Cubic feet of air per minute.

O.V.—Outlet velocity at fan discharge in feet per minute.

(*) R.P.—Resistance pressure in inches of water gauge. (Includes ¼ inch water gauge over requirements for overcoming duct and other resistance.)

R.P.M.—Revolutions per minute.

B.H.P.—Brake horsepower.

G.P.M.—Gallons of water per minute.

Head in Feet—Pressure against which pump operates when handling the required capacity of water.

(†) Wet Bulb Depression—is the difference in degrees (F.) between the dry bulb temperature and the wet bulb temperature of the air. In most localities, it is desirable to select the pump and motor for lowering the dry bulb temperature of the entering air 60% of the wet bulb depression, to provide the most comfortable conditions in the theatre without over-humidification.

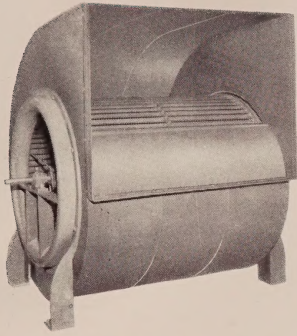
In climates such as encountered at Denver, Colorado, where the humidity is ordinarily low, the pump and motor can be advantageously selected for lowering the temperature of the entering air 70% of the wet bulb depression.

WRITE FOR BULLETIN A-22029 FOR COMPLETE DETAILS.

NATIONAL
THEATRE SUPPLY COMPANY
NATIONAL

Get it from National!

Theatre Fans and Air Washers



THEATRE FANS

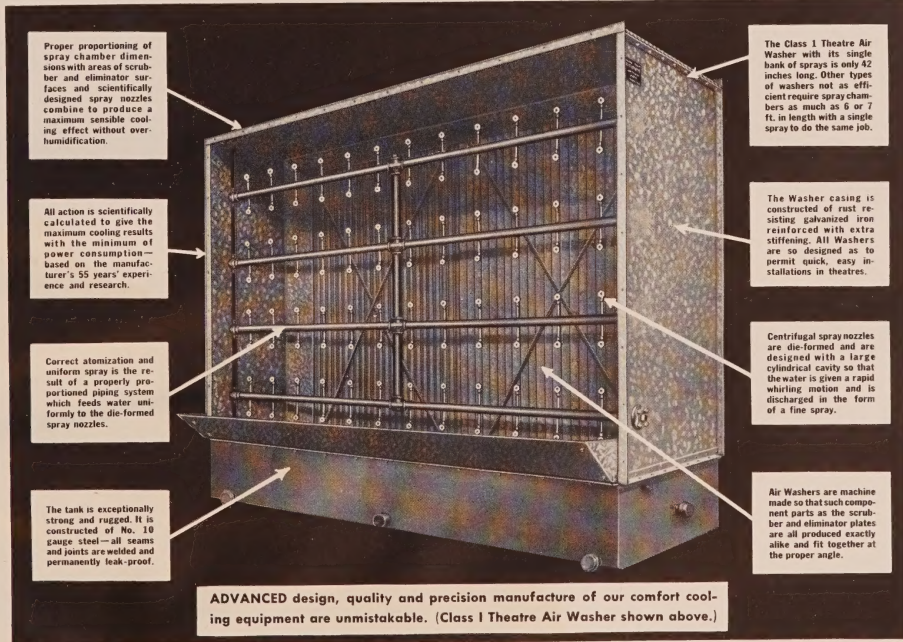
1. Designed and built especially for theatres by the world's foremost manufacturer of cooling, heating, ventilating, conditioning and allied equipment.
2. Ratings are certified and are in accordance with the standard test code for centrifugal and propeller fans adopted jointly by the N.A.F.M. and A.S.H. & V.E.
3. Operates at a lower speed for a given capacity than any other type of fan.
4. For a given speed it delivers more air per revolution than any other type fan.
5. It is economical in power consumption, quiet in operation, smooth in performance, durable, and occupies a minimum amount of space.
6. THE NATIONAL THEATRE SUPPLY FAN is rugged and strong but light in over-all weight.

THREE WAYS TO COMFORT

1 AIR IN MOTION—For the refreshing, cooling effect of an ample, circulating supply of fresh, outdoor air, NATIONAL THEATRE SUPPLY FANS are the first step in comfort cooling. They are designed and built especially for theatres . . . smooth and quiet in performance, durable, compact, and capable of moving tremendous quantities of air, year in and year out.

2 WASHED AIR—NATIONAL THEATRE SUPPLY CLASS I AIR WASHERS cleanse, purify and freshen the air, remove bacteria-laden dust and water-soluble odors, and have a remarkable cooling effect (by evaporative cooling). Air is brought into intimate contact with water, then sweeps through the theatre like the fresh breeze that follows a rain. Additional cooling effect is provided when cold "well water" is used. (See cooling by "chilled" air, below.)

3 "CHILLED" AIR—NATIONAL THEATRE SUPPLY CLASS II AIR WASHERS (Dehumidifiers) give remarkable Comfort Cooling effect when "well water" 55° F. or colder is available. Utilizes the cooling effect of the cold "well water," and also washes water-soluble dust and odors from the air. Used with your present or new National Theatre Supply Fan, the Class II Washer provides tremendous quantities of clean, moving, "chilled," nature conditioned air. If you have "cold water" in limited quantities, it can be used in combination with recirculated city water, either with the Class II Washer or Class I Washer.



Get it from National!

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THEATRE SUPPLY COMPANY
NATIONAL

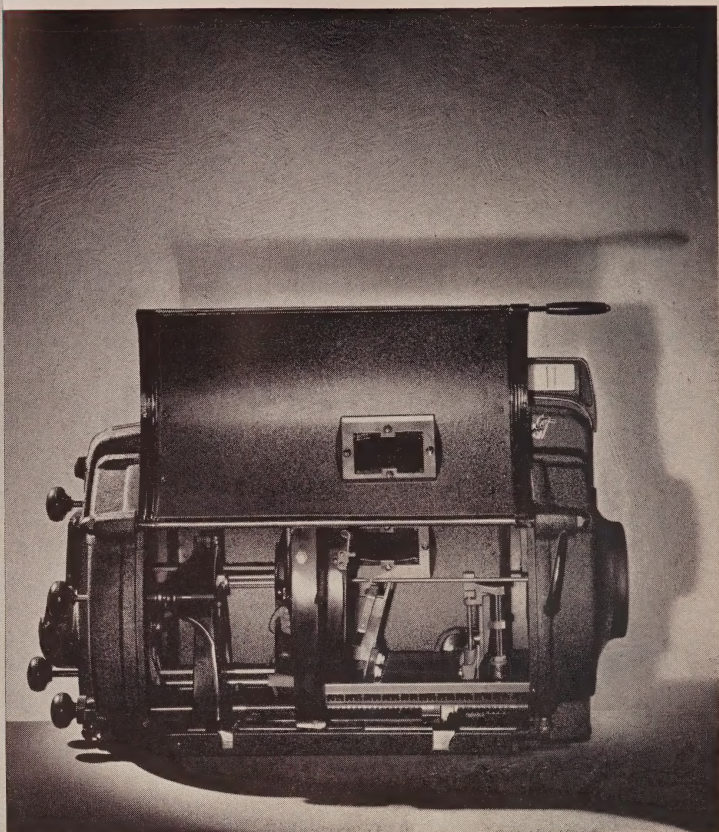
The New
19000
Series
Simplex
High

Projection Arc
Lamp House

AND ASSOCIATED
RECTIFIER EQUIPMENT

A low cost, high intensity, direct current projection arc of intermediate capacity designed especially for theatres of up to 800 seats and using screens as large as 18 feet in width, heretofore restricted to the use of low intensity lamps, with their dim yellow light, because the operating, if not the original cost of the earlier high intensities has been prohibitive.

Although the Simplex High projects twice as much light as the low intensity the over-all operating costs are only slightly higher, because, this new arc operates at only 27 volts as compared to 55 volts in the low intensity, and each 14-inch 7 m.m. suprex positive carbon burns for at least two hours.



THIS *Simplex High* projects the snow white light characteristic of the high intensity arc which is so necessary to the projection of colored pictures.

ANOTHER EXAMPLE OF *Simplex* ENGINEERING EXCELLENCE

NATIONAL
THEATRE SUPPLY COMPANY
NATIONAL

Get it from National!

BEAUTY and REALISM in COLOR



Your patrons wish to forget that they are looking at a picture. The closer they come to feeling that they are watching living and breathing people, the better they are pleased. Color is growing steadily in popularity because it adds much to this feeling of realism. But snow-white light is needed to give color features their full value. Low intensity projection falls short of realism because the yellowish tint distorts color values.

Simplified High Intensity projection gives a snow-white

light which brings out the full beauty and realism of color features. It also supplies two and one-half times as much screen light as low intensity projection for the same power consumption. Black and white pictures, as well as color, are more effectively projected by this powerful projection light.

Should you still have low intensity lamps it will pay you to investigate modern, economical, high intensity projection, *the light that pays its own way.* Ask us to show you how improved projection pays investment and operating costs.

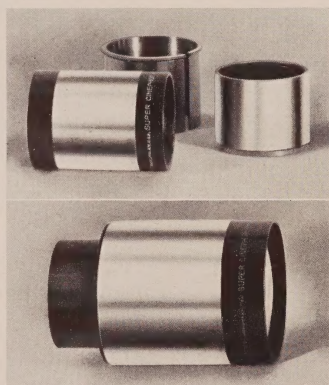
Get it from National!

NATIONAL
THEATRE SUPPLY COMPANY
NATIONAL

BAUSCH & LOMB PROJECTION LENSES

f:2 SUPER CINEPHOR

The Bausch & Lomb f:2 Super Cinephor Lens is designed for the highest type of motion picture projection. Its performance satisfies the most critical requirements of both exhibitor and audience. This high speed lens is fully color corrected and possesses high light transmission qualities. It is made with the same precision as the finest anastigmat photographic lens and gives the same critical definition and flat field—an all important factor when using high magnifications. 2" to 5" focal lengths are available.



f:2 CINEPHOR

The Bausch & Lomb f:2 Cinephor Lens is a popular lens for all-around projection under ordinary theatre conditions. It is excelled in performance only by the f:2 Super Cinephor. It is well corrected for color, and spherical and chromatic aberration. Its high speed gives remarkable brilliance even when used for large magnifications. f:2 Cinephors are available in focal lengths ranging from 3.5" to 5".

SERIES I and II CINEPHORS

The well known Bausch & Lomb Series I and II Cinephor Lenses are still available. They are the standard for portable and semi-portable installations. Series I are available in focal lengths from 3" to 8"—Series II from 5" to 9".

SUPER CINEPHORS f:2, CINEPHOR f:2 and SERIES I and II CINEPHORS are regularly available through all NATIONAL THEATRE SUPPLY COMPANY BRANCHES.

NATIONAL
THEATRE SUPPLY COMPANY
NATIONAL

Get it from National!

THE 1940 EXHIBITOR CATALOGUE

There's a G-E MAZDA lamp to meet every theatre lighting need

GENERAL Electric makes a lamp for every theatre lighting service. A few of them are shown here. G-E MAZDA lamps represent the result of more than 40 years of research and development. Each of them must pass 480 checks and inspections in manufacture to guard

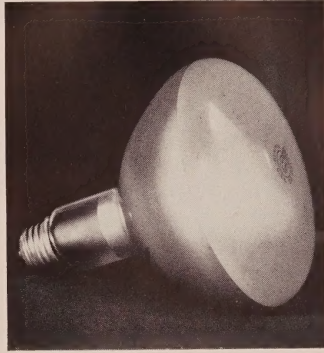
against imperfections that might affect their performance in service. Every year they give more light for the same current because they are *made to stay brighter longer*. Always look for the monogram . For more information, see the nearest office of National Theatre Supply Co.



G-E MAZDA F (fluorescent) lamps in gold, pink, blue, green, red, white, and daylight give several times more light than incandescent lamps of the same wattage and color. They are recommended for use with equipment providing good power factor—thereby assuring maximum use from the wiring system.



G-E MAZDA PROJECTOR lamps combine reflector, lens, and a 150 watt filament in one sealed-in unit, protected from dust, moisture and deterioration. Both Spotlight and Floodlight types are small in size and light in weight. Hence they are portable and easily concealed. Glass lens is weather resistant, rugged, not easily cracked.



G-E MAZDA REFLECTOR lamps are similar to the projector lamps except they are smaller and lighter in weight. Because their lenses are not made of weather-resistant glass, reflector lamps are recommended for use indoors or in sheltered locations. Available in 150 watt and 300 watt sizes and in both Spotlight and Floodlight types.



G-E MAZDA LAMPS for motion picture projection and spotlight use have extreme concentration of light source. Because of technical improvements including heat-resistant bulbs, small bulb size is possible. They are made in sizes up to 2000 watts.



GENERAL LIGHTING SERVICE lamps fulfil most of the lamp requirements for ordinary theatre use. Made in sizes from 6 up to 1500 watts, and available in certain sizes in clear, inside frosted, colors, and daylight bulbs.



G-E SILVERED BOWL MAZDA lamps are standard incandescent MAZDA lamps with a coating of "mirror" silver on the bowl. They are applicable to all types of indirect equipment and direct lighting reflectors. Available in 60 to 500 watt sizes.

G-E MAZDA LAMPS
GENERAL  ELECTRIC

Get it from National!

NATIONAL
THEATRE SUPPLY COMPANY
NATIONAL

BEST SPOTLIGHTS AND STEREOPTICONS

BEST WONDER SPOTLIGHTS

For Footlights, Spotting Lobby Displays or anywhere that a concentrated beam of brilliant white or colored light is needed. Easily adjustable for spot or flood.

Complete less bulb

400 WATT MODEL

MODEL "6"

1000 WATT MODEL

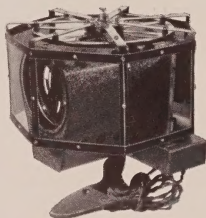
ACCESSORIES

- Pipe Clamps
- Hand Color Wheel for 400 Watt Spot
- Same as above but for 1000 Watt Spot
- Automatic Color Wheel for 400 Watt Spot

- Same but for 1000 Watt Spot
- Color Roundels for 400 and 1000 Watt Spots

FIXTURES FOR 150 WATT R-40 LAMP BULBS

- No. 155 Automatic Color Wheel
- No. 75 Clip Up Lamp Holder



BESTOMATIC COLOR SPOTLIGHT

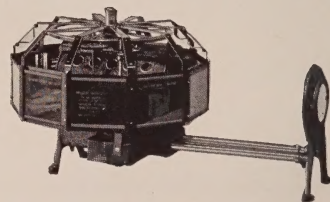
- Automatic — Compact — Powerful.
- Seven colors used on wheel, adjustable to either spot or flood.
- Alternating Current Model or Direct Current Model.



BEST PEE WEE SPOTLIGHT

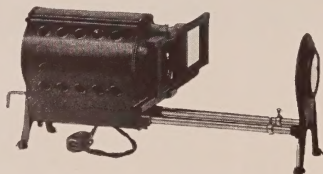
A 75-100 WATT SPOT

- Now — a small, yet powerful light and at an amazingly low price. FOR SHORT RANGE WORK — HIDDEN LIGHTING EFFECTS, ETC.



BEST AUTOMATIC SLIDE PROJECTOR

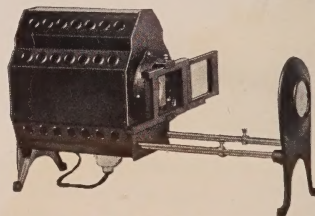
- The Best Automatic Slide Projector has a hundred uses in theatres, stores, hotels, sales rooms—anywhere that you wish to attract and hold attention.
- It is motor driven. The revolving slide carrier holds ten slides. Each slide can be held on screen from 10 to 30 seconds. No danger of overheating. Ample light for distances up to 75 feet.
- Complete, less lamp and slides. For 110 Volt 60 Cycle Alternating Current or Direct Current.



500 WATT BESTEREOPTICON

- The ideal projector for theatre, classroom, lecturer, church and photographer. High efficiency and low price make the "500 Watt Bestereopticon" unusually popular for distances of not over 75 feet. When used with a 500 watt lamp, the screen results are equal to those of much higher priced projectors.

Imitation Leather Carrying Case available.



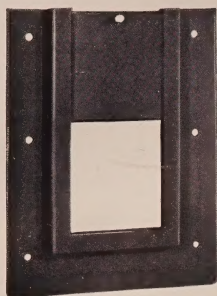
1000 WATT BESTEREOPTICON

- An ideal slide projector for the theatre using high intensity lamps on their film projectors, and especially where the distance to the screen is greater than 75 feet. All lamp and mirror adjustments on "Best" projectors are made from the outside where they are easy to get at.

Imitation Leather Carrying Case available.

NATIONAL
THEATRE SUPPLY COMPANY
NATIONAL

Get it from National!



"BEST" FIRE SHUTTERS

Meet All Inspection Laws

PROTECT yourself against fire and other emergencies in your projection room. Protect yourself with "Best" Fire Shutters—a shutter that satisfactorily meets all state and city inspection laws, which require gravity doors or shutters on portholes of projection rooms. "Best" Fire Shutters prevent smoke from spreading into auditorium. And they last, because they're made of heavy No. 10 gauge metal. Grooves for drops and back are bent and welded. No rivets. No screws. No soldering. Drops are $\frac{1}{4}$ " plate—will always DROP. Complete and ready to install.

Extra grooves for $\frac{1}{4}$ " glass included on the Type "F," "SF" and "L" Shutters.

INFORMATION FOR ORDERING:

• FIRST number is WIDTH, and SECOND Number is HEIGHT. Give width of projection booth. Specify "WITH COUNTERWEIGHTS" if counterweights are wanted on the Type "SP" Shutters. When figuring openings for "Best" Port Shutters remember—(1) That the height of "Best" Port Shutters is always twice that of the opening plus 3" for framework or border. (2) That the width is the width of the opening plus 6"

for framework (e.g., an 8" x 10" shutter would measure 14" x 25" outside). (3) That the overall width of a COUNTERWEIGHTED SHUTTER is always 10" wider than the width of the opening. The overall height is twice the height of the opening plus 3" for framework (e.g., a 30" x 30" COUNTERWEIGHTED SHUTTER would measure 40" Wide x 63" high outside). (4) Openings should not be spaced close enough together to cause framework on one shutter to overlap another.



"BEST"
COPPER TERMINAL
LUGS

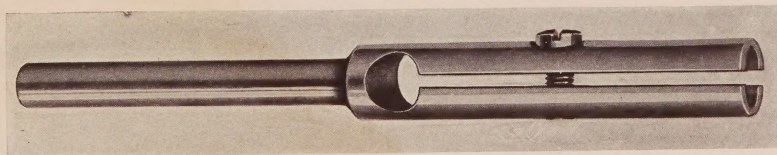
Made to Last



"BEST" AUTOMATIC COLOR WHEEL

For the New PAR-38 and R-40 Lamps

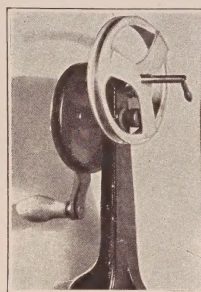
• A compact motor driven revolving color wheel enabling you to have a constant color change from the new G.E. Spotlight or Floodlight Lamps. Equipped with a 13" color wheel, automatically driven. Base is of heavy cast iron with full universal action "U" Bracket which permits easy positioning of the unit. Attractively finished in durable black wrinkle and for use on 110 v. 60 cycle current only.



"BEST" HEAVY DUTY CARBON SAVERS

For All Low Intensity and Suprex Type Lamps

(Suprex type not shown)



"BEST"
REWIND PULLEYS
for
SIMPLEX REWINDS

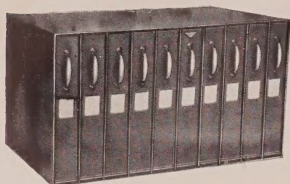
Two Sizes
5" - 7"

Get it from National!

NATIONAL
THEATRE SUPPLY COMPANY
NATIONAL

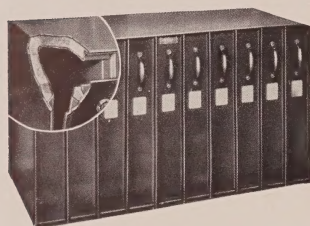
NEUMADE PRODUCTS

THE superiority and durability of NEUMADE equipment is recognized and accepted throughout the motion picture industry. This supremacy has been maintained by a rigid manufacturing policy of using only the best materials fabricated by experienced, skilled workmen and mechanics. Every product has been carefully designed by our own engineers and is the result of over 24 years invaluable knowledge and experience gained in supplying the motion picture industry.



NEUTYPE

Heavy gauge steel, double wall construction throughout provides safety air chamber entirely surrounding and separating each film compartment. Each door has heavy hand steel reel carriage, full-grip chrome handle and large index card holder. Standard finish olive-green enamel, baked-on. Available in units of 5, 6, 8, 10, or 12 reel sections for 15" reels.



FIRETITE

Approved for use in New York City and State of Connecticut

An absolutely fireproof sectional cabinet for 2000 ft. reels. Built like a vault with 1 1/2" double wall construction throughout of heavy gauge steel — FILLED with fireproofing compound. Full-grip handle and large index card holder on each door — polished chrome. Doors automatically shut tight and stay closed. Available in 5, 6, 8, 10, or 12 compartment units for 15" reels.

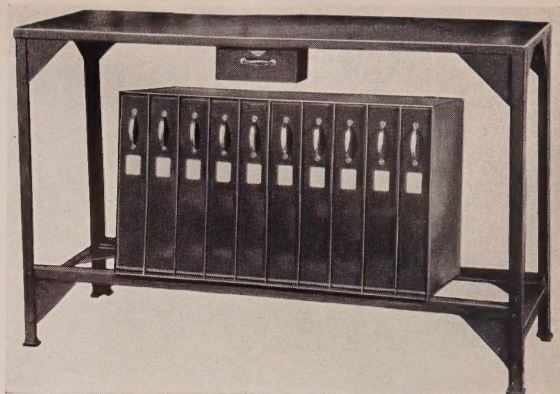


PROJECTION BOOTH TABLE

Heavy steel construction throughout with reinforced top, 60" long, 20" wide, 38" high; full length 3" block front extension 1" thick (hardwood, steel covered) to take clamp-on or bolt-on rewinders—hand or motor driven. Full depth sill with large, channel slide, set-in drawers with full-grip, polished-chrome handles. Heavy steel angle legs with cast feet. Will hold 16 reel Neutype; 14 reel Sealtite; 13 reel Firetite.

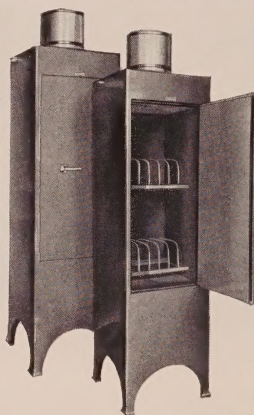
T-30 (One Drawer)

T-30A (Two Drawers)



BOOTH REWIND AND WORK BENCH

Sturdy heavy gauge reinforced steel construction with extra strength, double gusset plates. Permanent clamping blocks for all rewinders. Large suspension type drawer. Legs of 1 1/2" steel angles with cast feet equipped with levelling device. Finished in olive-green enamel, baked-on, with polished chrome hardware. Will take 18 reel Neutype; 16 reel Sealtite; 14 reel Firetite. Over-all size, 60" long, 20" wide, 38" high.



FIRECHIEF

Approved for use in New York City

Holds twelve 2000 feet reels in two tiers of six each. Quick fusing sprinkler head protected by heavy mesh wire. Vent complete with one length of vent pipe. Double wall construction of heavy gauge steel throughout. Self-closing automatic 3-point locking door can swing from either side.

SAVE ON YOUR INSURANCE

Insurance costs are reduced when an approved vented cabinet is installed in New York.—THE CABINET PAYS FOR ITSELF!

APPROVED MODELS

Both the FIRECHIEF and FIRETITE Cabinets are officially approved for use in New York City by the Board of Standards and Appeals and the FIRETITE by the State of Connecticut.



GIANT REWINDERS

Built heavier to stand the strain of 2000 feet reels, and with a five-year guarantee. Sturdy cast housing of streamline design has 3-point base, absolutely prevents rocking. Entire drive unit of heat treated steel; precision fitted steel cut gears; 1/2" drive shaft; counter balanced crank, full grip (4") wooden handle; 2 1/2" to 1 gear ratio (4 to 1 when specified.) Geared end with brake.

Geared end without brake.

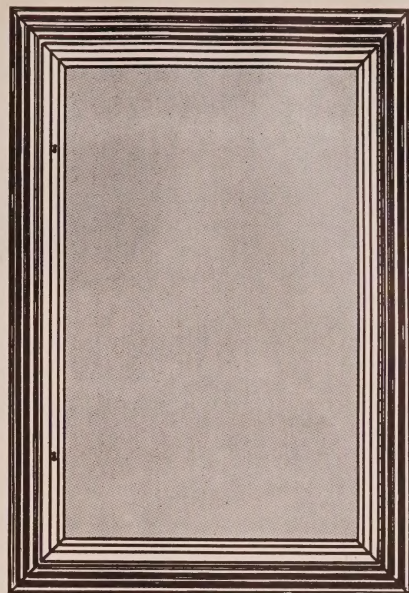
NATIONAL
THEATRE SUPPLY COMPANY
NATIONAL

Get it from National!

STANLEY FRAMES

THEATRE Front and Lobby are your show windows to display your merchandise to the passing public. The best use of this space means definitely increased revenue.

Stanley Frames will meet every requirement of the theatre today as to style, quality and price. You can use Stanley Frames to modernize and to attract greater attendance. They are available in designs and styles to meet every demand. Sketches and color drawings for any special requirements will gladly be supplied. Stanley Frames are made by the oldest display frame manufacturers. For 40 years they have built up an enviable reputation for design, workmanship and durability. There are no better theatre frames made.



8000 SERIES

Extruded Aluminum Frame

Extruded illuminated frames for any wall surface whether existing masonry, structural glass or formica for both exterior and interior use.

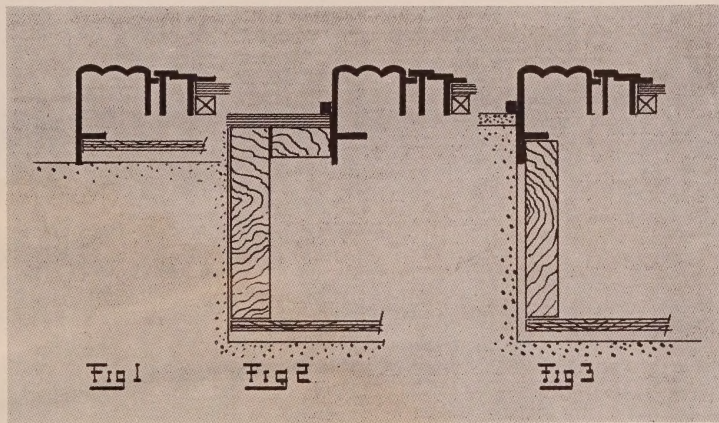


FIGURE 1—For installation and application to a finished wall.

FIGURE 2—Where recesses can be furnished before application of finished wall surface, permitting ample space for illumination either by lumiline or fluorescent tubes. (Wood boxes can be furnished with complete backing, individual frames, etc., at a slight extra cost.)

FIGURE 3—Where wall surface is finished but recess can be made. Lumiline wiring only can be used. (Wood boxes can be furnished as above.)

STANLEY FRAMES in aluminum are reinforced in back of frame and in each mitre with a cast corner, in both the outside rim and in the door. These frames are furnished with piano hinges and two locks with master keys. Frames can also be furnished in a lumilited finish, obviating any servicing other than surface cleaning with a dry cloth.

Get it from National!

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THEATRE SUPPLY COMPANY
NATIONAL

GOLDE PRODUCTS



MODEL "H" ENCLOSED AUTOMATIC REWINDER

Completely Automatic

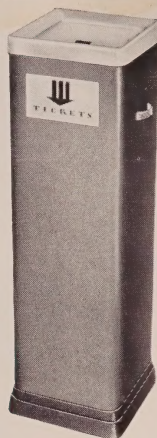
Approved by
Underwriters Laboratory

Built for Years
of Service

Modern As
Tomorrow

A Booth
Necessity

Sturdily constructed to a high standard Aluminum top—Polished or Chrome.
MODERATELY PRICED
The most beautiful ticket box available.

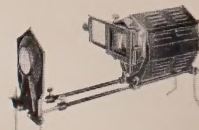


*Ticket Box

STANDARD
COLORS:

Mandarin Red
Burnt Orange
Royal Blue
Aluminum

SPECIAL
COLORS
AVAILABLE

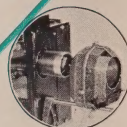


STEREOPTICONS

500 and 1000 Watt Sizes

Large Housings Double
Walled—Multiple
Ventilation

Polished Reflectors
and Lenses



SUPER-SPEED CHANGEOVERS

Mounts on Any Type Projector.

Micro Foot Switches

Most Positive—
Quietest—Fastest

Easily and
Quickly
Installed.

Power Transmitted Through Oil
Silent, Smooth, Positive and Simple
No Harsh Intermittent Pull

FLUID DRIVE TAKE-UP

Life Time Sealed Housing

Fits All Projectors

Moderately Priced



Other

Golde Products

SAND URNS

MUSIC STANDS • OLIVETTES

FLOOD LIGHTS • CLEANER STANDS

FILM MAGAZINES • STREAMLITER SPOTS

*OPAQUE PROJECTORS • CARBON WASTE CANS

*MODERNE BABY SPOTS • DE LUXE SAND URNS

*FRESNEL SPOT LIGHTS • UNIVERSAL STEREOPTICONS

STEREOTWIN DISSOLVERS • REEL DRIVING DOGS*

REWIND BENCHES • COLOR WHEELS

ALL SIZES MAZDA SPOTLIGHTS

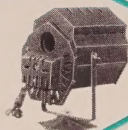
*Latest Developments . . . Merit Especial Attention

PERFECT REEL END SIGNALS

No Rollers
No Wiring

Resets Alarm
Automatically

U. S. Patent
No. 2,140,227



ROTOCHROME SPOTLIGHT

Six Color Changes Per Minute

Universal Mounting

Controlled Spot or Flood

Color-in-Motion Lighting Unit

Uses 250 to 500 Watt Lamps

Internal Glass Color Wheel

Universal Mounting

Uses Par-38
Lamp

Compact

Six Glass Color
Changes Per Minute

Heavy Duty
Silent Synchronous Motor

Color-in-Motion Lighting Unit

*HEXCHROME SPOTLIGHT

Completely Automatic

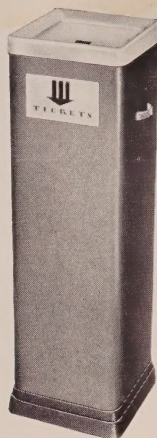
Approved by
Underwriters Laboratory

Built for Years
of Service

Modern As
Tomorrow

A Booth
Necessity

Sturdily constructed to a high standard Aluminum top—Polished or Chrome.
MODERATELY PRICED
The most beautiful ticket box available.

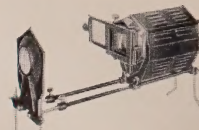


*Ticket Box

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COLORS:

Mandarin Red
Burnt Orange
Royal Blue
Aluminum

SPECIAL
COLORS
AVAILABLE

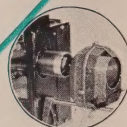


STEREOPTICONS

500 and 1000 Watt Sizes

Large Housings Double
Walled—Multiple
Ventilation

Polished Reflectors
and Lenses



SUPER-SPEED CHANGEOVERS

Mounts on Any Type Projector.

Micro Foot Switches

Most Positive—
Quietest—Fastest

Easily and
Quickly
Installed.

Power Transmitted Through Oil
Silent, Smooth, Positive and Simple
No Harsh Intermittent Pull

FLUID DRIVE TAKE-UP

Life Time Sealed Housing

Fits All Projectors

Moderately Priced



Other

Golde Products

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FILM MAGAZINES • STREAMLITER SPOTS

*OPAQUE PROJECTORS • CARBON WASTE CANS

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STEREOTWIN DISSOLVERS • REEL DRIVING DOGS*

REWIND BENCHES • COLOR WHEELS

ALL SIZES MAZDA SPOTLIGHTS

*Latest Developments . . . Merit Especial Attention

PERFECT REEL END SIGNALS

No Rollers
No Wiring

Resets Alarm
Automatically

U. S. Patent
No. 2,140,227



Manufactured by **GOLDE MANUFACTURING CO.** 1220 W. MADISON STREET, CHICAGO, ILLINOIS
DISTRIBUTED BY THEATRE SUPPLY DEALERS EVERYWHERE

NATIONAL
THEATRE SUPPLY COMPANY
NATIONAL

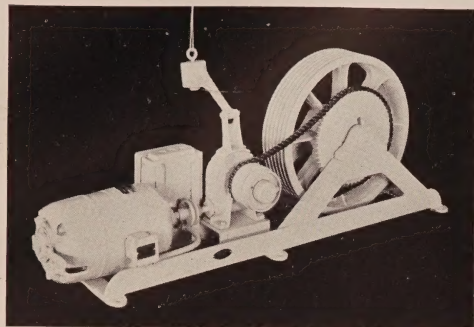
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WEAVER THEATRICAL SPECIALTIES



Weaver Manufacturing Company 1639 E. 102nd St., Los Angeles, Calif.

Since 1918



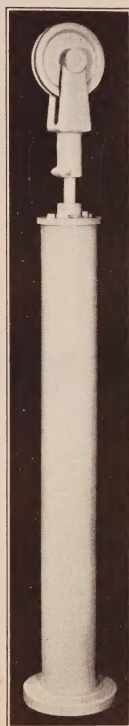
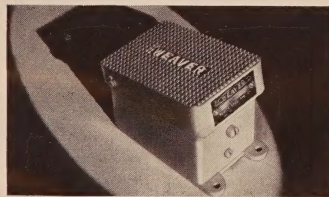
*Changeovers
Foot Switches
Carbon Savers
Color Changers
Curtain Controls
Curtain Tracks
Fire Curtain Controls
Dash Pots
Spot Lamps
Automatic
Microphone Hoists
Circular
Curtain Tracks
Magnascope Units
and
Theatrical
Specialties*

Model 3PB-1 FIRE CURTAIN CONTROL—Complete unit for operating asbestos curtains, with automatic clutch for releasing curtain in case of fire. Motor control and 20", 6-groove ball-bearing head block have common base, driven by a silent roller chain. Furnished in 45 to 65 ft. per min., with 1/2 H.P. 3-phase, 220 volt, 60 cycle motor, or any size or speed according to specifications. Length 48"; width 13".

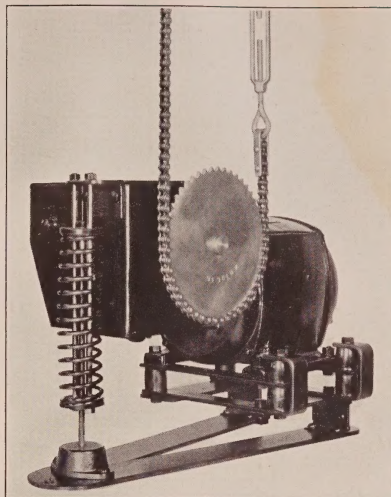


Model B DOUSER—Positive, quiet, easily installed compact electrical changeover for all types of projectors. **Model B** for Standard or Super Simplex. **Model E-7**; **Model SI**; **Model K**; **Model HH**; **Model HL** for lamp houses with light cones.

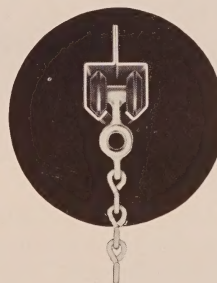
Model 100 FOOT SWITCH—With H&H 21585a momentary contact switch; for 2 or 3 machine installations; cast aluminum case; easily installed. 5 1/2 x 3 3/4 x 3 1/8". Passed by National Board of Fire Underwriters.



4 1/2 x 3 DASH POT—Designed to stop asbestos or heavy straight lift curtains. Adjustable for any speed stop or weight curtain.



Model LD CURTAIN CONTROL—For light draw curtains; rubber insulated automatic take-up base; silent chain drive insuring positive timing. 1/4 H.P. motor is instantly reversible without stopping motor; furnished in 55, 105, 175, or 212 ft. per min. Weight 55 lbs. Floor space 17" x 9 1/2".



Model LT CURTAIN TRACK—Light duty curtain track, absolutely noiseless, all-steel construction, semi-resilient wheels, all sheaves ball-bearing, holes every six inches on rib of track for suspension mounting, width 2", height 3", distance from bottom of carrier chain to top of track, 8".

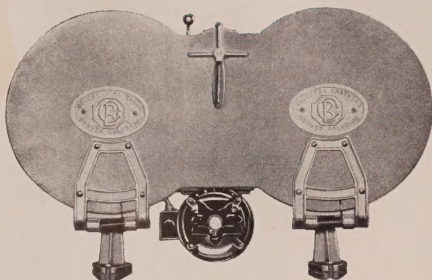


Model ST CURTAIN TRACK—Heavy duty curtain track, absolutely noiseless, steel construction with processed V Maple track and non-metallic wheels, all sheaves ball-bearing, holes every six inches on rib for suspension mounting, width 4", height 4 1/2", distance from bottom of carrier chain to top of track, 12".

Get it from National!

**NATIONAL
THEATRE SUPPLY COMPANY
NATIONAL**

GOLDBERG BROTHERS METAL PRODUCTS



NEW AUTOMATIC FILM REWINDER

Passed by the board of Fire underwriters, accommodates 15-inch reels and smaller . . . reels slip on spindles quickly and easily. The re-winder is equipped with an automatic stop. New Goldberg Rewinder is made of heavy cast aluminum, carefully machined. . . . doors open on extra heavy counter-balanced spring hinges. . . . a large handle keeps the door perfectly tight. A control handle for starting.



"NO DRAFT" SPEAKING TUBE

Prevents Drafts . . . Dependable
Good Looking . . . Economical

You do away with colds, sore throat and the necessity for leave of absence once you install this efficient speaking tube. It's clever, good-looking and will fit any opening from $2\frac{1}{4}$ " to $4\frac{1}{4}$ ". Consists of two rust resisting metal plates, chromium plated, with washers and a screw. . . . easy to install.

AUTOMATIC ELECTRIC REWINDERS • CAST ALUMINUM REELS • TICKET BOXES
SPEAKING TUBES • METAL SHIPPING CASES • METAL FILM EXCHANGE REELS

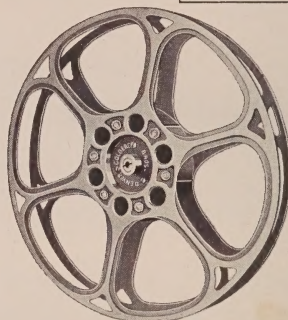
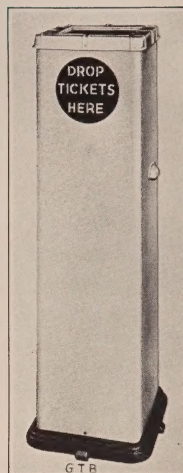
GOLDBERG BROTHERS . . . 3500 Walnut Street, DENVER, COLO.

GOLDBERG TICKET BOX

Attractive looking, made of heavy high grade steel, baked enamel crackle finish and aluminum polished top. Made in two styles: G.T.B. has glass baffles and cast iron base. P.T.B. has no glass baffles nor cast iron base. Top has slot for depositing tickets.

Made in following colors:

ALUMINUM RED
LIGHT BLUE



GOLDBERG CAST ALUMINUM REELS

(Patented)

are the reels in the biggest demand today by projectionists . . . beautiful in appearance, carefully machined, they are light, strong, and substantially made. The patented lock holds the reel solid . . . runs perfectly true . . . 6 slots provide easy threading. Each packed in individual cartons, 2,000 ft.

Reels in the following sizes:

15" dia. 5" hub 14½" dia. 4" hub
14½" dia. 5" hub 14" dia. 4" hub

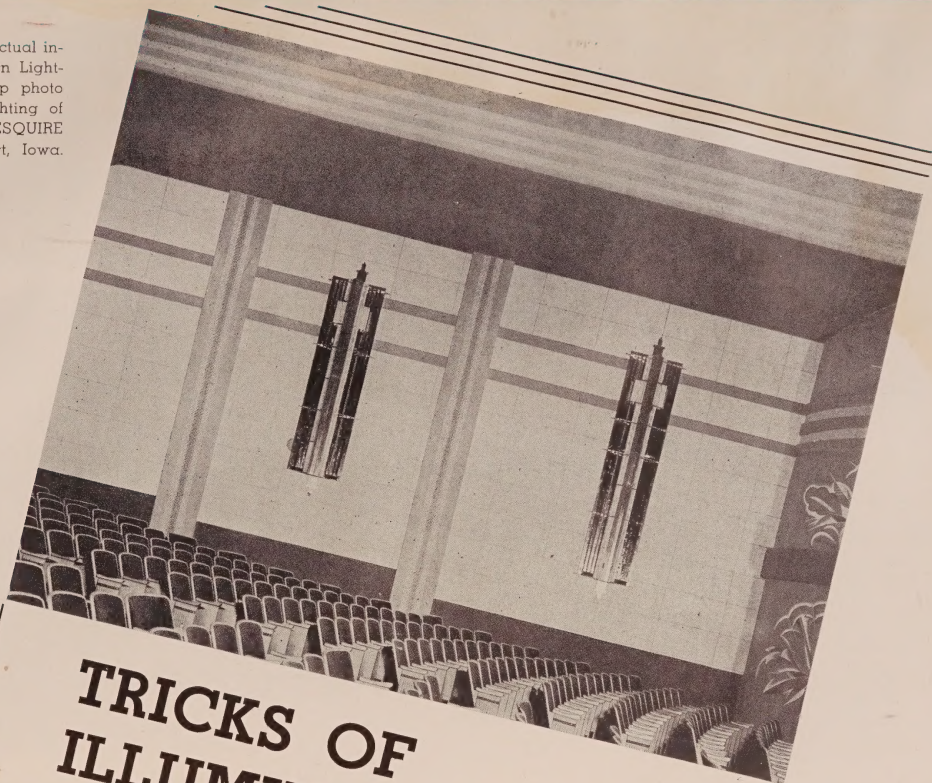
Approximate weight $2\frac{1}{2}$ pounds each.

In ordering specify size of hub required.

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THEATRE SUPPLY COMPANY
NATIONAL

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Photographs are of actual installations by Modern Lighting & Mfg. Co. Top photo shows side wall lighting of auditorium in new ESQUIRE THEATRE, Davenport, Iowa.



TRICKS OF ILLUMINATION!

No Other Single Unit in Modern Theatre Construction is as Important or can be Made as Effective as Illumination.

Illumination Is Our Business

Creating a sheen of vibrant color with Amazing Decorative Quality and Evolving Shining Surfaces to Reflect that Light exquisitely . . . we can make the Most Simple Interior Glow with Seductive Invitation. We can change the Entire Effect of Any Auditorium through Tricks of Illumination.

MODERN LIGHTING & MFG. CO.

DES MOINES

516½ THIRD STREET

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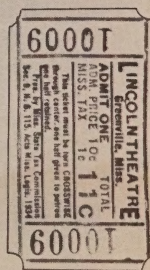
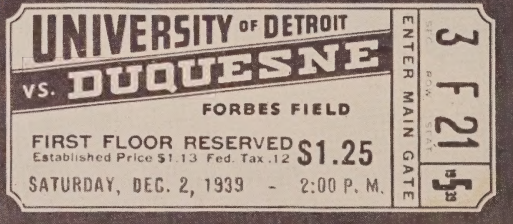
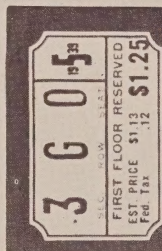
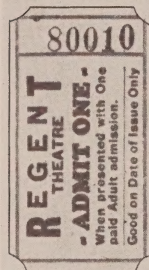
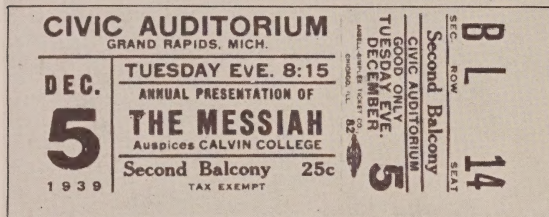
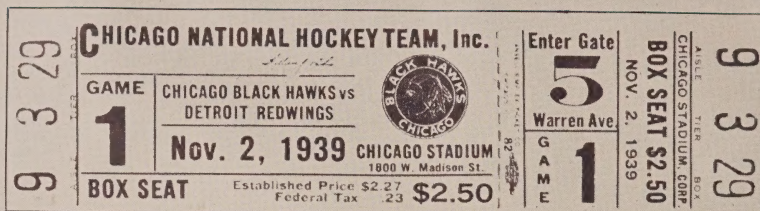
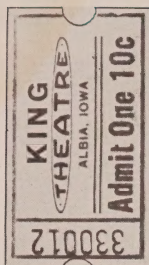


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NATIONAL
THEATRE SUPPLY COMPANY
NATIONAL

TICKETS

OF EVERY TYPE—FOR ALL OCCASIONS



ROLL-MACHINE:-

for Theatres, Auditoriums, Schools, Prize Drawings, Fairs.

RESERVED SEAT:-

for Football, Fights, Fairs, Theatres.

COUPON BOOK:-

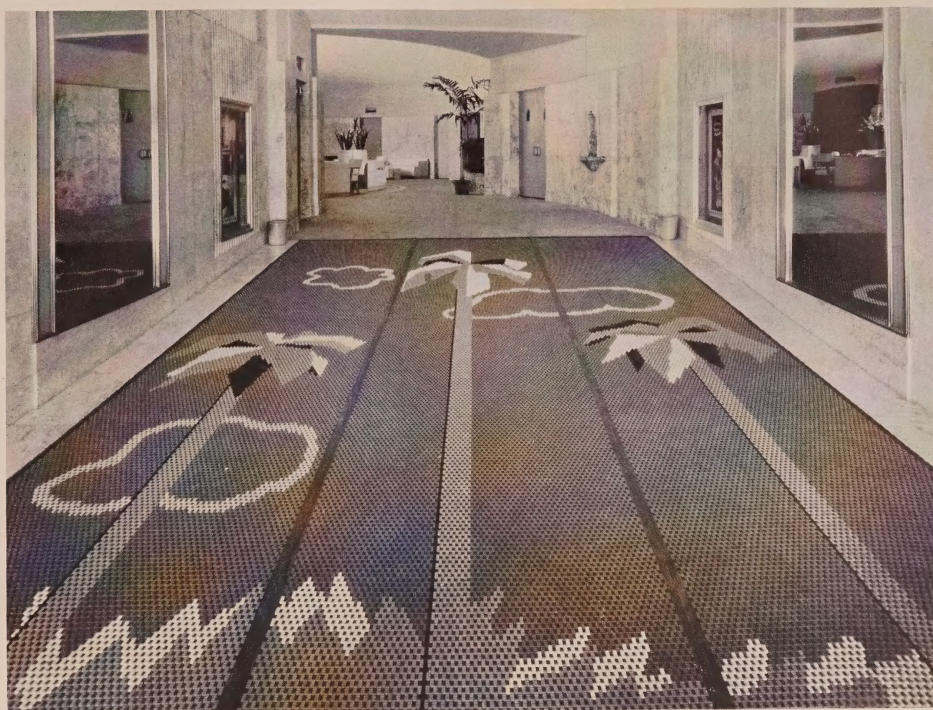
for Theatres, Xmas, Gift Books.

ANSELL-SIMPLEX TICKET CO. • • • The Oldest Ticket Company in the Midwest
2840-2850 W. Chicago Avenue, Chicago, Ill.

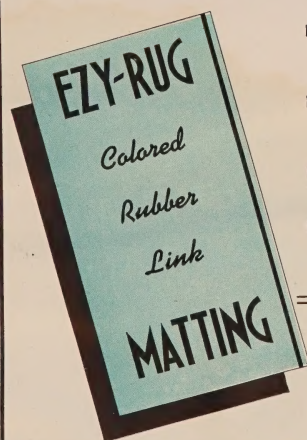
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EZY-RUG *Colored Rubber Link* MATTING



- **CUTS CLEANING COSTS**
to a minimum. Traps all dirt at the door, keeps it out of sight, and prevents tracking throughout the theatre.
- **ELIMINATES FREQUENT REDECORATING**
necessitated by tracked-in dirt whirled into the air by the heating system.
- **MODERNIZES AND BEAUTIFIES**
entrance and lobby. Any pattern and theatre name can be made from the eleven attractive basic colors.
- **ELIMINATES DANGERS OF WET, SLIPPERY FLOORING**
The sure-grip surface is safe even with high heels. Has non-trip beveled edge. Will not curl.
- **PREVENTS GRIT BEING TRACKED ONTO CARPETS**
prolonging their life.
- **EASILY HANDLED—ODORLESS—DURABLE**
The American Mat line includes the correct type of matting for every purpose. Send today for free catalog.



Manufactured by

AMERICAN MAT CORP.
1721 ADAMS STREET TOLEDO, OHIO

Get it from National!

NATIONAL
THEATRE SUPPLY COMPANY
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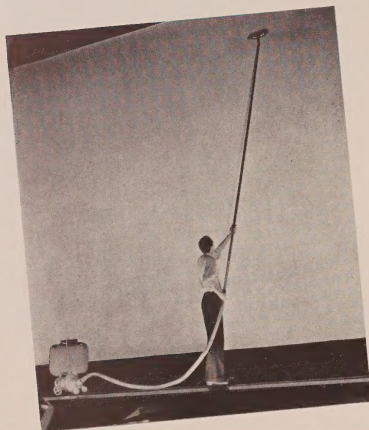
ONE CLEANER SPECIALLY BUILT FOR THEATRES



Every spot in every theatre can easily be reached and cleaned with the National *Super* Service Heavy Duty unit. Cleaning under seats and all hard-to-get-at places is no trouble with its standard tools. The *Super* is self-contained, nicely portable, comfortable to handle, light enough to carry up and down all over the house and into corners.

Its rugged, most durable motor is brought close to the work, maintaining full suction at the floor tool, not wasted in a system of long piping.

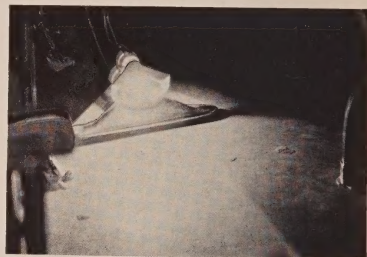
Thousands of theatre owners preserve their carpets, screens, draperies and everything else in the theatre by cleaning with the National *Super* Service Suction Cleaner. It is the only machine specially built for truly heavy-duty theatre cleaning. Anyone can operate it and clean faster and better than with ordinary methods. The *Super* cleans places and things nothing else can reach.



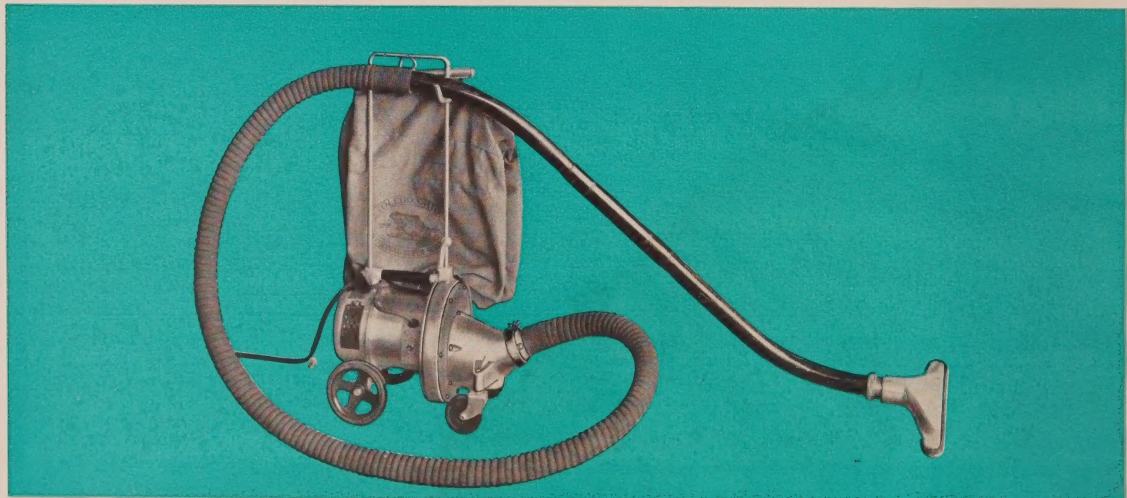
PERFECT FOR CLEANING SCREENS AND DRAPES

A really clean screen makes pictures brighter and saves on light bills. Sound perforations when cleaned out greatly improve the sound reproduction. The *Super* cleans the screen, front and back, as frequently and as easily as it cleans any other part of the house.

With the *Super* the operator can reach 10 feet, 20 feet, or 30 feet up, plus his own height, making it easy to clean walls, draperies, curtains, and all other places impossible to get at with an ordinary cleaner.



CLEANS IN THE DARK. The *Super* with the special Floor-Lite, an extra, plainly shows the operator what he is doing. No need for big house lights. Cleaning is speedier, more efficient. Nothing is skipped, and many things found.



Built by **NATIONAL SUPER SERVICE COMPANY**
GET IT FROM YOUR JOBBER

*A*round the World *in* 6½ DAYS

EVERY 6½ DAYS National representatives calling on the theatres of America travel the equivalent of a journey around the world. Last year they traveled 1,400,000 miles . . . enough mileage to circle old Mother Earth 56 times.

So what?, you say. What if they did?

But look at it this way. National men travel in their own cars. They purchase their cars from their local dealers. They buy their gasoline, too, in their own communities—100,000 gallons of it. And they buy oil and tires and repairs, besides, and all of this locally.

When they need new suits or hats or shoes, they go across the street or around the corner or down town in their own locality. Likely enough, you see these National men and their families next to

you in church on Sunday. Their homes are furnished by their neighboring furniture store, their local milkman brings their milk and Max, the barber down the street, trims their hair.

Good neighbors, good citizens, the men who serve you at National Theatre Supply Company make their homes, raise their families, pay their taxes and spend their pay checks right in their local communities . . . their home place.

In serving you they may travel the equivalent of a trip around the world in 6½ days, but on the 7th day they're back with their families—and every day of the year these National representatives are contributing to the progress and the well-being of the communities in which they live.

SERVING THE THEATRES OF AMERICA

NATIONAL
THEATRE SUPPLY COMPANY
NATIONAL
EVERY STORE A LOCAL INSTITUTION WITH A
NATIONAL REPUTATION FOR RELIABLE SERVICE



National Presents . . THE TOP STARS OF PROJECTION
AND SOUND, SUPPORTED BY THE OUTSTANDING NAMES IN THEATRE
SEATING AND CARPETS, COMFORT COOLING, SOUND SCREENS AND
BOOTH AND AUDITORIUM ESSENTIALS FOR THE THEATRES OF TODAY.

REFERRING to

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MANAGEMENT & SERVICES



SECTION
F

MEMORANDUM

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*is the Combined Output
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10TH YEAR

**OF RECOGNIZED
LEADERSHIP
AND
DEPENDABLE
DELIVERIES**

10TH YEAR

● **POTTERIES** are to Premiums what Producers are to Pictures. There are **MAJORS** and there are **INDEPENDENTS**. **QUALITY** distributes the premium output of the following

"MAJOR" POTTERIES

ROYAL CHINA CO.

... Producers of **GOLDEN DAWN**, **ETCHED GOLD** and **CUSTOM BILT BAKEWARE**.

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... Creators of **HARVEST MOON**, **TIA JUANA** and other **Backbone Products**.

UNIVERSAL POTTERIES

... Designers of **CRIMSON ROSE**, **GOLDEN POPPY** and the **BLUE BOY BAKEWARE**.

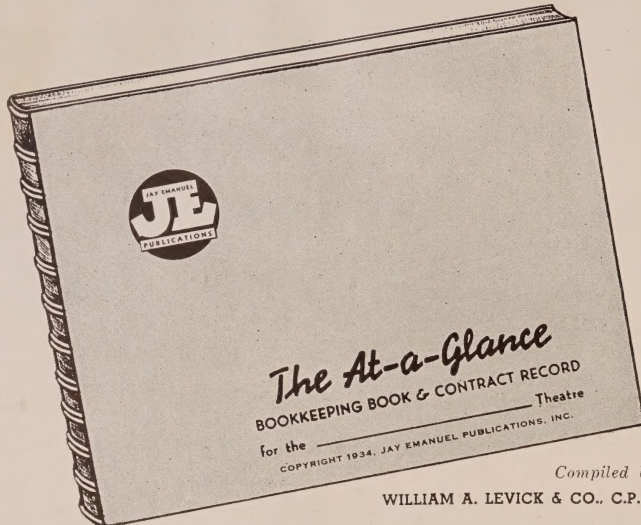
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3		24		57		67		98	
PUSH		PUSH		PUSH		PUSH		PUSH	
9		25		60		64		96	
PUSH		PUSH		PUSH		PUSH		PUSH	
1		35		FREE		73		88	
PUSH		PUSH		PUSH		PUSH		PUSH	
20		40		46		66		93	
PUSH		PUSH		PUSH		PUSH		PUSH	
11		33		53		78		87	
PUSH		PUSH		PUSH		PUSH		PUSH	

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Reference Data to facilitate the finding of actual photographic details as pictured in

SECTION "A"

ACOUSTICAL TREATMENT		PRES.	PAGE	AIR CONDITIONING (Continued)		PRES.	PAGE
Ankerum Mfg. Co.				Westinghouse Electric Co.		15	45
Acoustical Felt	23	65		"	"	24	69
Armstrong Cork Products Co.				"	"	28	81
Armstrong Temlok Tiles	32	92		York Ice Machine Co.		20	55
Celotex Corporation, The				ARCHITECTS			
Acouti-Celotex	15	45		Bishop, Fred A., Richmond, Va.		2	14
Celotex	1	13		Blackall, Clapp, Whittemore, and Clark,			
Gimco Rock Wools	11	36		Boston, Mass.		36	102
George R. Hall and Co.				Budina, A. O., Richmond, Va.		15	44
Rockwool	21	60		Candela, Rosario, New York, N. Y.		4	19
"	24	69		Carroll, Armand, Philadelphia, Pa.		20	54
"	33	95		"	"	27	75
Johns-Manville Corp.				"	"		56
Rockwool	16	47		DeAngelis, Michael J., Rochester, N. Y.		19	51
"	27	76		"	"		57
"	28	81		"	"		104
National Gypsum Co.				"	"		105
Acoustical Plaster	36	103		DeRosa, Eugene, New York, N. Y.		26	72
Composition Board	30	87		Eberson, John, New York, N. Y.		10	32
Gold Bond Tiles	36	103		"	"	11	35
Northwest Magnesite Co.				"	"	12	38
Thermax Plaster	3	17		"	"	21	59
"	34	97		"	"	24	67
Wood Conversion Co.				"	"	29	83
Nu-Wood	9	31		"	"		104
"	36	103		"	"		105
U. S. Gypsum Co.				Freer, Herman L., Orleans, Mass.		32	91
Acoustone	4	21		Garber, Frederick W., Cincinnati, Ohio			105
Acoustone Plaster	12	39		Hance, Wallace E., Wilmington, Del.		28	79
"	20	55		Harrison, David H., Baltimore, Md.		31	88
"	22	63		Hohausen, William I., New York, N. Y.		6	23
"	25	71		"	"		57
Acoustone Tile	8	29		Ketcham, George H., Syracuse, N. Y.		30	86
"	35	100		"	"		57
Rockwool	10	33		Lamb, Thomas W., New York, N. Y.		13	40
"	12	39		"	"	25	70
"	16	47		Lee, William H., Philadelphia, Pa.			56
"	29	85		"	"		104
Sabinite Acoustical Plaster	2	15		Lublin, Alfred M., Norfolk, Va.		22	62
"	19	53		Mowl and Rand, Boston, Mass.		9	30
"	31	89		"	"	17	48
Weatherwood Tile	22	63		Rigamont, Victor A., Pittsburgh, Pa.		33	94
AIR CONDITIONING				Schlanger, Ben, New York, N. Y.		4	19
Air-Conditioning, Inc.	27	76		Silverman and Levy, Philadelphia, Pa.		7	24
"	31	89		Spann, Wm. T., Buffalo, N. Y.		1	11
American Heating and Ventilating Co.	8	29		Supowitz, David, Philadelphia, Pa.		8	27
"	20	55		"	"	28	79
"	33	95		"	"	34	96
Anemostat Corporation of America	35	100		"	"		57
Bender Engineering Corp.	11	36		Thalheimer and Weitz, Philadelphia, Pa.		16	46
"	21	60		"	"	35	99
Buensod-Stacy Co.	12	39		"	"		56
Buffalo Forge Co.	1	13		"	"		57
"	12	39		"	"		105
Capitol Engineering Co.	32	92		Walker and Gillette, New York, N. Y.			105
Carrier Corp.	12	39		CANDY MACHINES			
"	13	41		Berlo Vending Co.		16	47
"	19	53		CARPETS			
"	26	73		Alexander Smith and Sons Co.			
"	27	76		Crestwood		2	15
"	31	89		"		10	33
Chrysler Corp.	16	47		"		13	41
Delco. Frigidaire Corp.	7	25		"		15	45
"	34	97		"		22	63
Elliott-Lewis Co.	34	97		"		24	69
General Electric Co.	3	17		"		25	71
Kimball, Dwight C.	25	71		"		29	85
Pierce Phelps	16	47		"		30	87
"	35	100		"		32	92
Reisch Company	6	23		"		33	95
Trane Co.	12	39		"		34	97
U. S. Air Conditioning Co.	9	31		"		36	103
"	22	63		National Crestwood		16	47
Universal Air Conditioning Co.	29	85		"		20	55

DRAPERIES and STAGE CURTAINS (Continued)	PRES.	PAGE	PROJECTION LAMPS (Continued)	PRES.	PAGE
Weinberg, A.	3	17	J. E. McAuley Mfg. Company		
Weiss, A. and Sons	4	21	Peerless Magnarc	22	63
FURNITURE			" " " "	9	31
Heywood-Wakefield Co.	9	31	" " " "	3	17
Howell Co. (The)	8	29	" " " "	4	21
" " " "	16	47	" " " "	7	25
" " " "	22	63	" " " "	8	29
Kroehler Mfg. Co.	19	53	" " " "	11	36
Royal Metal Mfg. Co.			" " " "	12	39
Royal Chrome	32	92	" " " "	15	45
Swern & Co.	6	23	" " " "	16	47
Thonet Brothers	13	41	" " " "	19	53
" " " "	24	69	" " " "	20	55
Treitel-Gratz Co.	4	21	" " " "	21	60
Troyack Co.	7	25	" " " "	23	65
Warren-MacArthur Corp.	30	87	" " " "	26	73
Weinberg, Fredrick	35	100	" " " "	27	76
Wycombe-Meyer Co.	28	81	" " " "	34	97
" " " "	29	85	" " " "	35	100
" " " "	33	95	Strong Electric Corp.		
GENERATORS			Strong High Intensity	30	87
Brenkert Light Projection Co.			Strong Mogul B	25	71
Brenkert	6	23	" " " "	31	89
Century Electric Co.	31	89	" " " "	36	103
Hertner Electric Co.			PROJECTORS		
Transverter	3	17	International Projector Corp.		
" " " "	4	21	Simplex	1	13
" " " "	7	25	" " " "	9	31
" " " "	8	29	" " " "	12	39
" " " "	9	31	" " " "	15	45
" " " "	10	33	" " " "	22	63
" " " "	11	36	" " " "	24	69
" " " "	12	39	" " " "	25	71
" " " "	15	45	" " " "	30	87
" " " "	19	53	" " " "	36	103
" " " "	20	55	Super Simplex	10	33
" " " "	21	60	" " " "	19	53
" " " "	23	65	" " " "	21	60
" " " "	24	69	" " " "	29	85
" " " "	27	76	" " " "	33	95
" " " "	28	81	" " " "	34	97
" " " "	34	97	" " " "	35	100
" " " "	35	100	Simplex E-7	4	21
Robin, Inc., J. E.			" " " "	7	25
Robin Imperial	32	92	" " " "	16	47
LAMPS, PROJECTION (See Projection Lamps)			" " " "	19	53
LIGHTING FIXTURES			" " " "	20	55
Atlantic Electrical Supply Co., Inc.	31	89	" " " "	23	65
James R. Marsh, Inc.	25	71	" " " "	27	76
Lewis, Edwin C.	9	31	" " " "	28	81
Lightolier Co.	4	21	Sam Kaplan Mfg. Co.	2	15
Mitchell Vance Co.	4	21	" " " "	13	41
N. B. Foster Co.	36	103	Motigraph, Inc.		
Nation-Wide Mfg. Co.	22	63	Motigraph	3	17
Rambusch Decorating Co.	28	81	" " " "	6	23
" " " "	29	85	" " " "	31	89
Roman Art Fixture Co.	15	45	Motigraph Model K	32	92
Ruby Mfg. Co.	15	45	Wenzel Co.		
Sperti Co.			Wenzel Ace	26	73
Sperti	35	100	RECTIFIERS		
Voigt Co.			Brenkert Light Projector Co.		
Voigt	3	17	Brenkert Copper Oxide	2	15
" " " "	8	29	Forest Manufacturing Co.		
" " " "	16	47	Forest M.C.S.	30	87
" " " "	19	53	Twin Forest M.C.S.	25	71
" " " "	20	55	Strong Electric Corp.		
" " " "	23	65	Strong Copper-Oxide	36	103
" " " "	34	97	Westinghouse Electric Mfg. Co.	33	95
Weinstein Co., Inc., Chas. J.	11	36	RUBBER MATS		
" " " " " "	12	39	American Mat Co.	9	31
" " " " " "	13	41	" " " "	30	87
" " " " " "	21	60	Hamilton Rubber Co.	13	41
" " " " " "	26	73	" " " "	15	45
" " " " " "	29	85	Hood Rubber Co.	27	76
MARQUEES (See Signs and Marquees)			O. W. Jackson Co.		
PROJECTION LAMPS			Tyl-a-mats	8	29
Ashcraft Mfg. Co., C. S.			" " " "	10	33
Ashcraft	10	33	" " " "	16	47
" " " "	13	41	" " " "	20	55
" " " "	24	69	" " " "	26	73
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